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PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City



VOL. CLXXII, No. 2

NEW YORK, JULY 14, 1932

10c A COPY

With a Bone in her Teeth



SOMETHING more than nine years ago—April, 1923, to be exact, we cracked the initial advertisement over the bow of the good ship Canada Dry, and "The Champagne of Ginger Ales" slid down the ways into instant and enthusiastic public acceptance.

- Now, looking forward to the tenth anniversary of that christening, Canada Dry, equipped with new, super-powered sales engines, is headed for new ports and wider seas.
- A lower price makes faster sales possible. A new large-size bottle has been introduced. A syrup concentrate of Canada Dry has been perfected for dispensing "The Champagne of Ginger Ales" at soda-fountains. A bottle-return feature is being extended over a large portion of the nation.
- All of these features, introduced to the public through special advertising campaigns, are keeping the captain, mates and crew increasingly busy stowing and discharging larger and larger cargoes.

N. W. AYER & SON, INC.

ADVERTISING HEADQUARTERS

WASHINGTON SQUARE, PHILADELPHIA

New York Boston Chicago San Francisco Detroit London



It is twelve years this month
since this plaque took its
proud place in Federal's Staff
Room and its inspiring influ-
ence is as potent now as then



"Going Strong

Since 1908"

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PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription, U. S. A., \$3 a year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

VOL. CLX

NEW YORK, JULY 14, 1932

No. 2

When Advertising Is Taken Off the Payroll

An Actual Case Where the Cost of Stopping Is Probably More Than the Cost of Going

By Alex F. Osborn

Vice-President, Batten, Barton, Durstine & Osborn, Inc.

WHY should an advertiser keep on advertising?

The answer is: "He should."

But if the company's purse-strings are being held by a banker, that answer won't do.

It happened that I recently had a head-on collision with such a financial guardian. The company, in this case, had found advertising to be a necessity during its successful years. In this, its unsuccessful year, advertising seems to be looked on as a luxury that can be done away with—with no harm done and lots of money "saved."

Out of my head-on collision, I got a new slant on the question . . . and so did the banker. Here's the gist of our dialog:

"Will you admit that your company would never have reached the position it did, had it not been for good quality and good merchandising?"

"Yes."

"Is it not also true that if this company had failed to include active work on the consumer, its marketing success would have been improbable?"

"Perhaps," said the banker, "but what of it?"

"Simply this: The consumer work had much to do with activating the other phases of the company's merchandising process."

"Just how?"

"For one thing, dealers would not have played ball with the com-

pany to the extent that they did, had it not been for their realization that a selling job *on their public* was being done for them."

"Good-will. That's all that is. This is no time to cultivate intangibles."

"Effective good-will is the most tangible thing in a modern business success. I don't give a hang about theoretical good-will as usually set up by accountants, any more than you do."

"What do you mean by effective good-will?"

"I simply mean the good-will that makes the salesmen's work on the dealer more effective . . . that makes the dealer's own selling on the consumer more effective . . . that makes the dealer more loyal to a manufacturer and less likely to fall for the temptation of competitive brands that might make inroads on your products."

"But that good-will is already built, and at huge expense. It's *there*."

"How was it built? Overnight? No. The building of this company's effective good-will was cumulative. It started slowly, but it was almost geometrically progressive . . . especially its most vital part, its consumer phase."

"The company has been at it for twenty years. It can surely lay off a year or so," said the banker.

"By the time your company quit its consumer work, over a year

ago, its effective good-will had grown to a point beyond that of any of its competitors. Even though you sold your product at a relatively higher price, your dealers were so well sold on what the company was doing to help them sell, that it was difficult for the price-cutter to take them away. It is safe to say that this effective good-will had been built to a point that it was worth to your company an average of \$100 per dealer, for its 10,000 dealers."

"In the grocery field that wouldn't be true, but in this field where the merchant influences almost every sale, \$100 per dealer might not be too high a valuation."

"I am glad you admit that. Perhaps you will also agree that just as the development of effective good-will is cumulative and geometrically progressive, so the evaporation of effective good-will is likely to follow conversely the same mathematical principles."

"I am not sure I follow you . . . they are million-dollar words."

"For example, last June (the first month which your company failed to continue its pressure on the consuming public) the evaporation of your effective good-will might not have averaged more than 10 cents per dealer for that month."

"Yes."

"In July, the average might have been a 20-cent loss."

"Maybe."

"And so on, the loss would be greater and greater the longer your company failed to do that part of its merchandising which had been indispensable to its marketing success."

"I see what you are driving at."

"Have you ever known a company that had grown into leadership on the basis of an all-round merchandising job (including consumer pressure) which ever succeeded in milking its business for any great length of time?"

"No, but I do not think that the danger of a few months of milking is as great in our case as in the case of a manufacturer of proprietary preparations," said the banker.

"True. But isn't it probable that

this company has been, and is, suffering from a gradual evaporation of effective good-will . . . a loss which to date has become tangible solely in the fact that it is less and less difficult for competitors with unadvertised brands to make inroads against your brand, in the minds, as well as on the shelves, of your dealers?"

"That's what the sales department says, and we have to take their word for it."

"All right. Look at it this way: If, a year ago, your company's effective good-will did average a value to you of some \$100 per dealer, then it is possible that the evaporation process may have speeded up during the last twelve months to a point where now your \$100 good-will value is shrinking at the rate of \$1 or more per month per dealer."

"Maybe so."

"It is quite likely then that it is actually costing this company some \$10,000 a month *not* to resume its re-building of effective good-will . . . it is certain that this loss will be greater and greater each month until the merchandising program is again made complete by putting back into it the indispensable factor of consumer force."

"Despite all that, as the company's banker, I still believe that our taking a year off from advertising was the thing to do."

"Maybe it was. But now there are two elements that challenge the wisdom of continuing that policy. First, the fact that you have already gone without the benefit of consumer publicity for *over* a year. Second, the fact that more and more you are trying to make your merchandised line carry new unmerchandised lines."

"I'll accept the first, but what has the second point got to do with the question?"

"Simply this: The only way a company like yours can sell unadvertised commodities is to hook them up with an advertised specialty. If your specialty is not advertised, it will also become an unmerchandised commodity. And you know what that means."

* * *

But enough of the quotes. He

finally granted that the one fact of his company's ability to maintain price throughout the last two years was conclusive evidence that through all-around merchandising the product had been put far above ordinary commodities. He also agreed that had it not been endowed with market strength beyond the rank-and-file of products, its price would have sagged to a losing point, or its volume would have dried up to a far, far greater degree.

If a manufacturer even half-way agrees that the evaporation of his effective good-will grows worse

and worse every month, then he will hesitate to "save" on advertising. For he will realize that instead of saving he may be wasting, because:

1. A company that has found advertising vital to its former success needs it now more than ever.

2. Effective good-will built up through advertising is subject to evaporation by geometrical progression when advertising is taken off the pay-roll.

3. The monthly evaporation of effective good-will may easily cost a company more than the cost of putting advertising back to work.

Rit Products Agency Appointments

The Rit Products Corporation, Chicago, has appointed Critchfield & Company, advertising agency of that city, to handle the advertising for Rit tints and dyes.

The advertising of the Koolox shaving cream division of the company is now being handled by Earle Ludgin, Inc., also of Chicago.

Appoint Wolcott & Holcomb

The Earnshaw Knitting Company, Newton, Mass., maker of Vanta Baby Garments, has appointed Wolcott & Holcomb, Inc., Boston advertising agency, to direct its national magazine advertising and sales promotion. The Shepherd Worsted Mills, Newton, have also appointed this agency to direct the advertising of their Good Shepherd yarns.

L. N. Burnett, Vice-President, Erwin, Wasey

Leo N. Burnett has been appointed vice-president in charge of creative work of the Chicago office of Erwin, Wasey & Company. He has been with the Erwin, Wasey organization for the last year and a half.

Green, Fulton, Cunningham Add to Staff

F. P. Wagener and Wendell Walker have joined The Green, Fulton, Cunningham Company, Chicago advertising agency, as account executives. Both were formerly with Faxon, Inc., of that city.

Rogers, Lunt & Bowlen Appoint Kimball Agency

Abbott Kimball, Inc., New York advertising agency, has been appointed to direct the advertising of the Rogers, Lunt & Bowlen Company, Greenfield, Mass., manufacturer of Treasure sterling silver.

Erwin Huber, Publisher, Rochester Papers

Erwin Huber, for the last two years advertising director of the Baltimore *News and American*, has become publisher of the Rochester, N. Y., *Journal and American*. He succeeds Frank L. McShane. Before joining the Baltimore papers Mr. Huber was advertising director of these Rochester papers.

Report Profit for "Liberty"

For the first five months of 1932 the Liberty Publishing Corporation, publisher of *Liberty*, earned a net profit of \$103,222. It is reported by O. J. Elder, president, that this figure will probably be exceeded for the full six-month period, which will be the second such period of *Liberty's* ownership by Macfadden Publications, Inc.

Davis Baking Powder to Ruthrauff & Ryan

The R. B. Davis Company, Hoboken, N. J., has placed the advertising of Davis Baking Powder with Ruthrauff & Ryan, Inc., New York. This agency already handles the advertising of Coco-malt and "Cut-Rite" Waxed Paper, also manufactured by the Davis company.

Walter Rompel, Advertising Director, Boston "Record"

Walter Rompel, for the last six years manager of the local advertising department of the Chicago *American*, has been appointed advertising director of the Boston *Daily Record* and *Sunday Advertiser*.

K. S. Gordon with John Budd Company

Kenneth S. Gordon, formerly vice-president and Western manager of the Franklin P. Alcorn Company, has joined the Chicago office of The John Budd Company, publishers' representative.

If Beer Returns—Part II

Several More Former Brewers Threaten to Spend Real Money in Advertising If and When Beer Is Legalized

By Roy Dickinson

SINCE the appearance of the article "If Beer Returns," in PRINTERS' INK last week, there have been several new developments. Members of both major parties have many bills under way, and Republican wets in the House filed a petition containing seventy-seven names asking Speaker Garner for a chance to vote upon liberalizing amendment to a pending bill. There have been, also, several new developments of the advertising and sales angle of the whole question which is the one in which PRINTERS' INK is primarily interested.

In St. Louis seven breweries stated that they were prepared to spend \$10,000,000 and re-employ 6,000 men immediately in the event the Volstead Act was modified. These brewers, including Anheuser-Busch, Inc., the Falstaff Corporation and the Independent Breweries, point out that they could have the product placed in bottles and kegs ready for quick distribution within a few hours, providing the brew was made legal. At the present time in selling a cereal drink they make 4 per cent beer and then de-alcoholize it to one-half of 1 per cent, in accordance with the present Volstead Act.

August A. Busch, head of Anheuser-Busch, Inc., said that his company was equipped to market a new beer on two hours' notice. "We would require additional materials and equipment costing \$7,000,000 or more," he said, "and 2,500 additional employees."

The Falstaff Corporation states that it would spend \$1,000,000 in new equipment and materials within a few weeks.

In the meanwhile many other brewers have informed PRINTERS' INK of their plans. In addition to his statement made in last week's issue, Fred Pabst, president of the Pabst Brewing Company, points

out that his name has been advertised continuously. "Pabst-ett, Pabst cheese and malt syrup have been based on three generations of experience in the malting and brewing field."

The copy theme of all these, he says, was planned to keep alive and re-awaken memories of the old-time reputation and to establish such a reputation in the minds of the new generation. He adds that if beer were legalized, its sale would have no effect upon the present sale of the company's dairy products, but would very likely decrease materially the sale of malt syrup. In addition to such well-known names as Pabst, Anheuser-Busch and Falstaff, several other former brewers, known locally in the old days, are ready for action if they are ever allowed to take it.

Another Brewer's Plans

William Krueger, president of the Gottfried Krueger Brewing Company, says that his concern would spend from \$175,000 to \$250,000 per year in advertising if his old product was again made legal; that this money would be placed in outdoor advertising, newspapers, point of purchase and various other media.

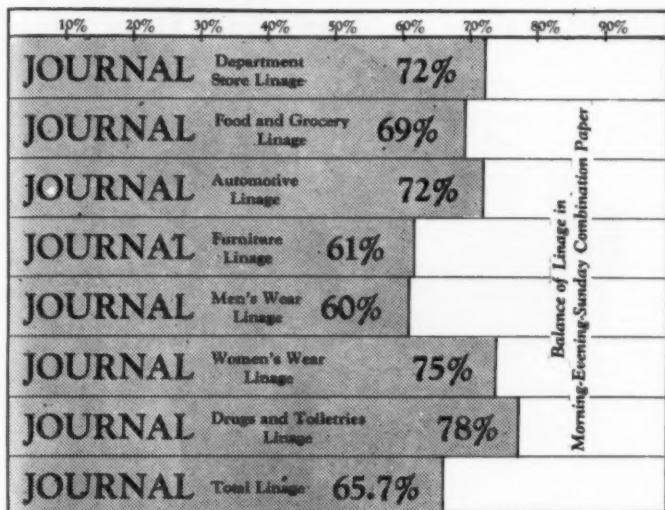
During the last twelve years this brewery has kept its name alive by advertising cereal beverages and, in addition, has added full lines of pure fruit and soda beverages. He says that the company would continue these products as long as there was a demand for them.

He would have to employ approximately 400 additional men to operate the plant and sell a new product, and an additional "large number" would be employed to build additions and make repairs.

In 1918, before prohibition, this brewing company required approximately 425 freight cars to carry raw materials, coal, machinery and

How Space Was Used in Milwaukee Papers

First Half of 1932



ADVERTISERS are seeking the utmost value for every dollar in 1932. The above chart shows that such value is available only in The Journal in Milwaukee—and advertisers are concentrating more of their appropriations in this newspaper than ever before.

The Journal sells effectively in Milwaukee because its circulation is the *kind* that reaches the buyers: built steadily on reader interest alone—concentrated in the trade area—80% home delivered. And the market is America's twelfth largest.

THE MILWAUKEE JOURNAL
First by Merit



GOING UP!

Congratulations to Outdoor Advertising—
the first great industry to turn the corner around
which Prosperity is said to be hovering. Here is the
national record as furnished by O. A. I.:

Sales curve going up steadily for the past six months.
May sales the largest of any month since September 1929.
Total sales for past twelve months 15% ahead.

An increase of 30.1% in number of advertisers under
contract as of July first, compared with a year ago.

Fifty-six new accounts never before on the boards, a
large number of reinstatements, no cancellations of any
consequence.

A splendid showing, full of encouragement to ad-
vertising and to business in general.

• • •

*Outdoor advertising service has long been an im-
portant McCann-Erickson activity, competently han-
dled by experienced men and, in the true interests
of our clients, properly coordinated with the use
of other media and services.*

*We are today handling the largest volume of out-
door advertising in our history, a good increase over
last year's sizable volume. We are now serving
eighteen clients in this field.*

McCann-Erickson ADVERTISING

EACH OFFICE AN AGENCY IN ITSELF EQUIPPED TO GIVE FULL SERVICE TO CLIENTS
New York • Chicago • Cleveland • Denver • San Francisco • Seattle • Los Angeles
Toronto • Montreal • Vancouver • Winnipeg • London • Paris • Frankfurt, a. M.

supplies to the breweries and to distribute the product, including the return of empty packages. He estimates that he would require a capital of \$2,000,000 for repairs, and for the purchase of supplies, equipment, trucks, bottles, boxes and various raw materials. At the present time he is purchasing about 50,000 bushels of malt and about 150 bales of hops per year. If he should reach former production, which would seem logical to him, he would require 500,000 bushels of malt per year and approximately 800 bales of hops per year.

The Globe Bottling & Sales Company of Baltimore, through M. Y. Belding, its secretary, estimates its first year's advertising expenditure at approximately \$100,000 and says that the largest proportion of this would go into newspaper and outdoor media. At the present time this concern employs between 75 and 100 men in the organization and would double this payroll in the event 3.75 beer was legalized. His additional freight shipments, he estimates at approximately \$1,500 per week and his purchases from farmers at \$150,000 per year. He would spend approximately \$250,000 in machinery, materials and other accessories.

"Pickwick Pale and Stout" Plans

A. R. Deichert, of Haffenreffer & Company of Jamaica Plain, Mass., estimates his first year's expenditure at \$250,000 in newspapers, billboards and display signs for the well-known brand of this brewery, Pickwick Pale and Stout. A nation-wide distribution has been built up on this product, now containing less than one-half of 1 per cent of alcohol, at an expenditure of approximately \$1,000,000.

He estimates that approximately 1,200 men would be put back on the payroll as a result of getting production on a liberalized product, and also estimates that his purchases of raw materials, bottles, cases and additional delivery equipment would approximate several million dollars during the first few years of the legalization of

stronger beer. Additional freight of \$50,000 and \$500,000 for purchases from farmers would be the result of any change in the law and about \$400,000 in new construction would be necessary "after we get rolling."

R. J. Schaefer, president of the F. & M. Schaefer Brewing Company at Brooklyn, N. Y., a company which has continued to market malt brews under the regular trade name to keep the company name alive, says that he has certain definite advertising plans in view which would necessitate the spending of "substantial" sums of money. He would put between 200 and 300 men back on the payroll, would purchase \$1,000,000 worth of machinery, materials and supplies during the first year, would use 700 freight cars, would purchase 400,000 bushels of malt, 350,000 pounds of hops and 200,000 bushels of miscellaneous farm products and believes that approximately a half million dollars would be released for new construction "if and when."

Several other former brewers have given me an earful of how much crime would be cut down and other advantages which they say would come from a liberalization of the Volstead Act.

Since I am interested only in what they would do in sales and advertising and in a possible increase in consuming power, none of these arguments is listed here.

Much is going to be said on both sides of the question during the next few months.

What the brewers will actually do "if" seems more important.

Diesel Publications Appoint

The Industrial Institute, Inc., Jersey City, N. J., publisher of the "Diesel Reference Guide and Directory" and other Diesel publications, has appointed S. J. Kraut & Company as its general advertising representatives in the United States.

Appoints Winningham

The Keystone Chemical Corporation, Detroit, manufacturer of Squire Deel Cleanser and Squire Deel Water Softener, has appointed C. C. Winningham, Inc., of that city, to direct its advertising account.

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In Detroit, You Must Use The News to Sell the Home

Today the home dweller forms, more than ever, your market. He is the solid element of population who buys refrigerators, automo-

biles, radios and tires, with the approval and consent of his better half who does all the rest of the spending. It is for this group that The Detroit News is published, and it is this home dwelling, family-spending element that takes The News. With the largest circulation in Michigan, 76% of its city circulation is delivered by carrier to the homes. And it reaches 71% of Detroit families with incomes of \$3,000 and over. For economical selling in America's fourth market concentrate in the home newspaper.

The Detroit News

New York

THE HOME NEWSPAPER

Chicago

I. A. KLEIN, INC.

J. E. LUTZ

Member Major Market Newspapers, Inc.

35,000 Employees Make 56,000 Sales in Two Months

Individual Westinghouse Electrical Appliances Were Sold Through Regular Dealers at Regular Prices

By Ralph Leavenworth

General Advertising Manager, Westinghouse Electric & Mfg. Co.

SO many concerns have requested details of the Westinghouse employees' sales campaign, I have decided to submit the complete story to **PRINTERS' INK**, where the world is accustomed to look for successful merchandising ideas.

Not that this was an entirely new idea, as many other companies have enlisted their employees to boost sales, but our campaign had, I believe, certain aspects which made it unique. The fact that it was so amazingly productive of sales, during an otherwise low sales period, is most significant.

The salient facts of the drive were these:

It included 35,000 employees, in twenty widely scattered plants of the parent company and its subsidiaries, and in scores of offices and service organizations throughout the country.

It resulted in more than 56,000 recorded individual sales, amounting to approximately \$2,750,000 total.

All sales were made through regular Westinghouse dealers, at regular prices, except such purchases as employees made for their own use, and on these the usual employees' discount was granted by the dealer. Purchases by employees represented a minor factor in the drive.

Prizes consisting of Westinghouse appliances were awarded for individual achievement over a certain standard, no commissions being paid.

The campaign was originally scheduled for the month of May, designated as Westinghouse Merchandise Month. The objective was one sale per employee of some

Westinghouse electrical appliance for the home. No dollar objective was set, and the results in this respect exceeded all expectations. At the end of May, when the drive was to be closed, an insistent de-

**IT'S A KNOCKOUT—
IF WE ALL WORK TOGETHER**



This Cartoon Was Featured in Much of the Westinghouse Employee Campaign Literature

mand from the campaign workers throughout the country resulted in the effort being continued through June to permit closing and securing credit for thousands of good prospects whose names had been turned over to dealers.

During the second month, although the actual campaign effort was much less intensive, a million dollars of sales were recorded, indicating that a spirit and vitality had been aroused which persisted without constant artificial stimulus.

Many and exciting were the stories of individual achievements—tales of valor, of ingenuity, of

SCHEDULE the FARM & LIVE STOCK RECORD for LOW COST COVERAGE in FLORIDA

THIS general farm publication has a circulation of 22,963 in *Florida*. It also reaches out into other states with a wide circulation among non-resident owners of Florida farm and grove properties and other persons interested in the agricultural progress of this state. The total distribution is more than 40,000 copies.

Advertising rates are still extremely low . . . 15c per line, flat. First cover printed in 4 colors. For advertisers, color is available in 1 to 4 colors at a nominal increase in line rate.

A break-down of the Florida circulation by counties will be sent on request . . . measure this coverage with your own yardstick for its place on your agricultural list for Florida.

FARM & LIVE STOCK RECORD

successor to the

FLORIDA FARMER and FRUIT GROWER

Published by The Florida Publishing Company, publisher of

The Florida Times-Union
JACKSONVILLE, FLA.

perseverance that would rival those in any sales manager's kit.

A machinist in one of the subsidiary plants, for example, sold the following list of merchandise, all in his spare time: 3 refrigerators, 1 washing machine, 4 vacuum cleaners, 4 duster-cleaners, 1 urn set, 5 fans, 2 percolators, 6 waffle irons, 14 irons, 30 toasters, 2 warming pads, 1 auto engine heater, 1 curling iron, 1 hand vac, and 87 cartons of lamps.

A telephone operator, besides selling an individual refrigerator, hitched her wagon to a star in the form of a big apartment house, and landed an order for seventy-seven refrigerators.

A traffic manager decided that the bigger they are the harder they fall, and made a specialty of apartment house owners, running up a total of 365 refrigerators, besides a number of other sales.

One enterprising young man purchased a new model light vacuum cleaner for his own home, and found it made such a hit he took it out and demonstrated it to his neighbors. Result: Fifteen sales.

A girl in the Detroit office made thirty-six individual sales, and a man in the Chicago district made fifty-seven.

The smaller, more remote groups caught the spirit of the campaign as well as the larger ones, as indicated by the Chattanooga, Tenn. team walking off with the high team silver cup for May.

I could go on almost indefinitely with such incidents.

How the Campaign Was Planned

But now for the plan and method. This, after all, is the key to success in a large undertaking of this kind, plus that other indispensable factor, enthusiastic leadership.

When the idea was conceived, the ring leaders, or campaign committee as they came to be designated, sat down together and worked out a plan.

We had no precedent to go by; at least we knew of none that would fit our case. Here were 35,000 employees, of every description, some in communities which

were predominantly Westinghouse, others in small district offices far removed from headquarters activity and inspiration—some on part time, all on reduced pay. The vast majority of these people had nothing to do with our household appliance line, and knew virtually nothing about it, except in the most general way. Nothing had been done previously in the way of educating the employees generally on these products or even informing them as to what products we made for home use. So we had to start from scratch and do a major educational job as well as organize 35,000 people for the first time into working units to develop an *esprit de corps* and sell merchandise.

Only a Short Time for Preparation

Our time for preparation was short. When we determined to launch this drive, May 1 was less than a month away. The headquarters campaign organization was quickly effected, consisting of a general campaign manager, and three assistant managers, for works, district offices and subsidiaries. A special assistant for engineering departments was also appointed, and a sales promotion manager to produce and distribute campaign literature and other material.

This general campaign organization consisted of men having no connection with merchandise sales activities of the company. With a few exceptions this rule was followed throughout the rest of the organization, on the principle that it was the non-merchandising part of the company's personnel whose interest and support was most needed.

The next step was the appointment of a campaign sales manager and sales promotion manager in each works, subsidiary and district office. By the time the appointments were made, a rough portfolio was ready to dispatch to these individuals, outlining the plan of the campaign and giving instructions as to how to organize their local groups by teams, with captains and lieutenants.

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Arrangements were made for displays of the complete line of household appliances, from refrigerators to curling irons, in each plant and district office. Beginning one week before the opening of the campaign, group meetings were organized at these display rooms, where specialists from the merchandising department explained the sales points of the various products. At some of the larger meetings, home economics experts gave demonstrations to which employees came and brought their prospects. At each of these meetings in addition to the educational talks on appliances, a promotional or "pep" talk was given, to stimulate interest in the campaign.

There was no intent to force employees to buy the company's products and several cases of violation of this rule were dealt with severely. Employees were urged to earn enough credits to *win* one or more appliances, one result of the educational work being to make them appreciate the value of the appliances offered as prizes.

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The most important piece of promotional material in the campaign was an eight-page tabloid size paper called "The Banner." This was issued at the start of the campaign, a copy to each of the 35,000 employees. It contained complete details of the campaign plan, statements by officials endorsing the effort, questions and answers, information on how and where to find prospects, how to use the prospect card, explanation of the point system to determine credit for prize awards, and other miscellaneous items.

A Condensed Catalog

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The inside four pages of "The Banner" consisted of a rotogravure insert entitled "Westinghouse Merchandise Opportunities." This was the employees' condensed catalog of the appliances to be sold, and contained illustrations of the products with brief descriptions and prices.

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As stated in "The Banner," "the Prospect Slip is the Key Piece of the Campaign." This was a card five by eight inches, consisting of three parts, with perforations be-

tween. Each part was filled out with the name and address of the prospect, the employee, and the dealer. One part was handed to the prospect, who was to take it to the Westinghouse dealer named; another part was handed by the employee to his team captain who recorded it and then routed it to the dealer. The employee retained the third part for his own record and follow-up. When the dealer completed the sale, he filled out the blank space provided in the card and returned it to the local campaign sales manager.

Card Had a Double Value

Thus a record was kept of all prospects turned in and all sales completed; sales were credited only when the cards were signed and returned by the dealer. This had the double value of making all sales definite so there could be no question as to the credit, and at the same time insuring that the dealer realized the sale was due to this co-operative effort on the part of the company.

By no means the least important by-product of the campaign was the effect on hundreds of dealers who found goods moving from their shelves in a manner unprecedented, at least during recent times, and in most cases without any sales effort on their part.

At the start of the campaign large posters were hung at all main exits of the various plants and in prominent places in the offices with such slogans as "Sell a Westinghouse Appliance Today," "Every Employee a Salesman—Make Your Team 100 Per Cent."

Smaller posters and cards were displayed on bulletin-boards and changed from time to time. A typical message, and one that was stressed throughout the campaign, was "Westinghouse Merchandise Month Means More Men Earning Money."

To start the amateur sales people off on the right foot, the first objective put before them was the securing of live prospects. A campaign button was given to each employee as soon as his first prospect was reported to the team cap-

tain. This was an orange and black Circle W with "100%" below. All team members were urged to get one of these prospect buttons before the middle of May. Then the objective was changed to closing the sale, and another "Victory Button"—the same design in gold and blue—was awarded.

Each team had as its objective the winning of a 100 per cent banner, signifying that all its members had made a sale. This objective was taken seriously and herculean efforts were made by captains and lieutenants to put their teams over the top.

To the team in each of the three groups—works, district offices, and subsidiaries—having the highest average per member, a silver cup was awarded. Cups were also awarded to the highest works, the highest district, and the highest subsidiary. Thus there were, in

addition to merchandise prizes to individuals reaching a certain minimum, incentives to promote team rivalry and competition among the larger groups. All these measures proved effective in stimulating effort and promoting a fine *esprit de corps*.

Newsy bulletins were printed every few days during the campaign for all employees, relating progress, giving sales pointers and other campaign information, and citing outstanding individual and team accomplishments. "Hundred Percenters' Bulletins" these were called.

The various groups also issued flash bulletins to their team members, giving vent to all sorts of originality. The engineers called their sheet "Slip Stix," the district office sales group had the "Derby News," one of the local offices the "All Stars," and so on.



Hoover Praises Smaller Businesses

A CONFERENCE of executives of smaller industries, gathered together this week at Silver Bay, N. Y., to hold round-table discussions on their management problems, was given incentive in a message from President Hoover who placed added emphasis on the important part played by smaller industries in the economic life of the nation. Said Mr. Hoover:

"I am glad to learn that the highly successful conference on management problems of the smaller industries that was held last year is to be followed up this year by a similar conference.

"It would be difficult to overstate the value of these smaller industries in the economic life of the nation, providing as they do the bulk of the most varied manufactured products of the country and contributing to the most intensive development of local resources in every region.

"They are also vitally important in the human sense, for they employ more than half of the industrial labor in the United States, and their problems of employee relations, therefore, affect the well-

being of this great element of our population.

"I will be obliged if you will express to those gathered for this conference my cordial greetings."

The first conference on management problems of the smaller industries was held last year and was opened by Governor Roosevelt. He asks that a complete report of the conference this year be sent to him, signalizing the importance of the proceedings by his declaration that inasmuch as these smaller industries "employ 60 per cent of all labor, any program which contains a solution of social and economic problems cannot overlook the employers and the employees of the smaller industries."

The management of small businesses were cautioned by D. R. Stevens, vice-president of the Okonite Company, Passaic, N. J., to avoid copying big business.

The small concern, he said, has been unable to finance through bonds and stock and has thus avoided one of the large worries that is handicapping big business today.

14, 1932

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THAT'S THE WAY PEOPLE ARE

PEOPLE in the mass are far more simple in thought and emotion than most of us realize. Humanity is more solid than subtle.

Motion picture producers know this. So do magazine and newspaper writers and editors. Radio scenarists have had to learn it more quickly, but they have learned thoroughly and well.

The authors of comic strips have a keener appreciation of the simplicity of people than any other producers of entertainment. As a result their productions are in consonance with the thoughts and feelings of more people than any other printed material.

Knowledge of this marked simplicity on the part of the public seems not to be so widespread among advertisers. Many an advertiser, otherwise sound of mind and limb, seeking an answer to public taste in reading or entertainment, searches only his own reactions or those of his family or friends.

Easy to go wrong that way. Judgments of large groups of people must be thoroughly objective. Such judgments are not difficult, however, for the signs on every corner—easy to read and to interpret—definitely indicate that the great mass of people are simple and plain—that they like easily understood humor, love, drama and pathos.

In the final analysis, laughs, loves, thrills and tears are the four great common denominators.



Scores of publications are offered to the public on every newsstand. They necessarily compete for reader preference. Ask your news dealer what publications sell best—then analyze these best sellers for yourself. You will find that the ones that move quickly in volume are simple and easily understood—depending for their appeal on the same basic entertainment values as *The Comic Weekly*.



The Greatest Common Denominator Among All Publications

THE Comic Weekly-Pack is friendly and cheerful and understandable to more people than any publication in the world.

Can you think of any other publication so easily read and comprehended by so many people?

The reason for this universality of appeal lies in both form and substance. The action picture, for three thousand years, has been the most readily understood form of written expression. The stories told in the continuity pages of this great entertainment publication embody far more than merely humor—they touch all of the fundamental emotions of people. There are loves as well as laughs—thrills of amazing reality and the pathos of the humble and weak struggling against difficulties and odds.

Only the inclusion of all of these basic appeals explains the wide-spread interest in The Comic Weekly—interest of men, women and children in all parts of the country—of all mental, social and economic grades.

The man who is not a reader of comic cartoons "is in danger of falling out of touch with much that is being done in this country," said the late Judge Elbert Gary. Certainly it is true that anyone interested in approaches to public consciousness, should examine thoughtfully and objectively the appeal of The Comic Weekly to one-fifth of the families of America. An understanding of this appeal will be helpful to any advertiser.

THE 'COMIC WEEKLY' IS HUMAN

They are called "comic," the characters whose adventures are portrayed every Sunday in The Comic Weekly. Yet this adjective, unthinkingly applied, hardly presents an accurate or a complete description of their personalities and activities. Of course, their mishaps are often humorous. Millions of readers smile and laugh at them. But these readers also sympathize with them—with their frailties, struggles, strengths, ambitions.

The real, the deepest and most fascinating appeal of Jiggs, Maggie, Toots, Mac, Barney Google, Shippy and all the others, lies in their human qualities. Who can fail to side with Jiggs in his eternal struggle with Maggie to remain himself in the face of her social ambitions? At the same time Maggie receives her share of sympathy when Jiggs insists on removing his coat and shoes in the living room.

Barney Google is the perpetual under dog. The Kentucky Derby, The Belmont and other high-stake races are of more passing interest. But millions are following every Sunday for Barney to win with Sparky or Fanny Boy.

Shippy in Everybody's Boy. Isn't it significant that Shippy on the screen was one of the greatest box office sensations of a decade?

And Tillie The Toller who so enjoys the never-ending run-around she imposes on her boy friend Mac. For years we have all been hoping she would settle down and walk up the aisle with him. In our hearts we know she will—some day.

Yes, it is the humanity in them we like. So many of their experiences, exaggerated perhaps, parallel experiences of our own—with laughs, loves, thrills and tears. There is a welcome contribution to our own joy of living.

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Men, women and children read and enjoy *The Comic Weekly*. This fact may be news to you—75% of the strips that appear every Sunday are edited directly to adults. There is a certain rest and relaxation in this nearly forty-year-old entertainment publication that causes millions of people to think pleasurably of Sunday mornings.



An Achievement in Graphic Simplicity

PICTURE to yourself Sunday morning in 5,500,000 homes.

In spite of current economic conditions which have left few families entirely untouched, more than 15,000,000 individuals—men, women and children—in these homes find relaxation, interest and entertainment in *The Comic Weekly*.

There is something in this worthy of the attention of any advertiser. What devices of presentation are used to hold this vast audience?

An advertising agency, noted for its result-producing copy, answers this question in a recently issued booklet.

In discussing comic pages and their application to advertising, the writer points out their universal appeal to every one, regardless of financial and social distinctions. The millionaire and his family have an equal interest in the antics of nationally-known comic characters with the humblest laborer and his family.

The reading public is so interested in the comics that they accept them without analysing their appeal. Yet business men responsible for the success of huge publishing properties analyse them carefully, thoughtfully, intensely aware of the value of the comics in building and holding circulations.

The writer continues his own analysis by stating that the wide appeal of the comics lies in their simplicity. Their meaning is clear to anyone who can see and who has a rudimentary knowledge of the English language. They can be quickly read. They almost literally leap at the reader from the page and carry him effortlessly from the beginning of the story to its conclusion.

So many authors, he says, attempt to be subtle and obscure, that the stark treatment of the comics, their full meaning unhampered by shades and nuances, comes as an actual relief to most readers.

True, he admits, comics are unsophisticated. But out of a thousand readers, how many are really sophisticated or really enjoy sophisticated presentation of ideas? Not more than a small handful. No, the average reader's interest is stirred by vigorous, heavy brush strokes that tell the story clearly and leave no doubts that anything has been missed.

The comics, he concludes, are effective because of their "graphic simplicity."

Straight, sound thinking that.





Now Available to a Limited Number

WHEN is the normal time to begin to solicit advertising for a publication?

If precedent is to be accepted in these matters, the usual time is from one to three months before the first issue has appeared.

But here is a notable exception. Here is a publication which was operated successfully for nearly forty years—building up the greatest reading audience in the world—representing an investment of over \$100,000,000 on the part of its publisher—before a line of advertising was asked or accepted from any general merchandise advertiser.

Today advertising space in *The Comic Weekly* is more of a franchise than space in any major medium published. Against a background of proved, tested and long established reader interest, the advertiser may project his message with absolute certainty of attention, since only a strictly limited number of pages will be accepted for any one issue.

MERCHANDISABLE CIRCULATION

\$581,137 is the circulation of *The Comic Weekly* distributed with the 17 great Hearst Sunday newspapers. 70% of the circulation is in the 558 communities of over 10,000 population, and here is how it blankets them:

In each of the 136 cities The Comic Weekly reaches 1 out of every 3 families;

In 165 more cities, 40 to 50% of the families;

In an additional 153 cities, 30 to 40%;

In another 164 cities, 20 to 30%.

Here is circulation focused on your important and profitable selling fronts—in effective quantities



MEET THE FAMILY

In *The Comic Weekly* . . . "Puck" . . . which is distributed with the 17 great Hearst Sunday newspapers, you meet *Bringing Up Father*, *Tillie the Toiler*, *Boob McNutt*, *Barney Google*, *Felix the Cat*, *Skippy*, *Toots and Casper*, *Little Jimmy*—yes, and those old favorites, *Happy Hooligan*, and the *Katzenjammers*!

With these tremendous features—and smaller strips by the same artists in addition—is it any wonder that five and a half million families will follow "Puck" zealously every week?

What an advertising opportunity full pages in *The Comic Weekly* offer!

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Limit number of Advertisers

Nowhere in the world can public interest and attention be bought with such definite assurance of delivery.

One-fifth of all the families in America under one tent—and your product in the spotlight with only a limited number of others.

That comes fairly near a franchise to do business if your product is one to appeal to so vast an audience—and is available through enough dealers.

Here is a new value in advertising! And it is setting new standards of reader response. In its brief history as an advertising medium *The Comic Weekly* has been subjected to one severe test of responsiveness after another. The experience time after time has been an order for one test page—more to follow if results warranted it. In every case this great medium has come through. Practically every schedule now on the books has been earned by an actual demonstration of results.

SPONSORSHIP OF STARS

Imagine a radio program sponsored by one company, and offering as talent Bing Crosby, Rudy Vallee, Eddie Cantor, Ben Bernie, Walter Winchell, Paul Whiteman, Amos and Andy, Kate Smith, Seth Parker, The Goldbergs, Morton Downey, the Mills Brothers, and Ed Wynn.

The sponsor would unquestionably bask very profitably in the reflected light from such a gathering of stars.

You do exactly the same thing when you use *The Comic Weekly*. There are no greater stars on paper than Barney Google, Jiggs and Maggie, Mickey Mouse, Skippy, Toots and Casper, Toonerville Folks, Jerry on the Job, The Nebbs, and the rest of them.



NOTHING SUCCEEDS LIKE SUCCESS

The General Foods Corporation used six pages in *The Comic Weekly* in 1931. Before this order expired, two more pages were added. Results from their initial campaign induced this leading advertiser to place schedules for 1932 on four of their products—Postum, Grape Nuts, Jell-O and Minute Tapioca.

The Vick Chemical Company used a page on November 8th, 1931. A free sample was offered in the coupon. 132,000 coupons were received—jobbers and retailers re-ordered by wire from all parts of the country. Result—additional space was scheduled by the advertiser.

E. Griffiths Hughes, Inc., manufacturers of Kruschen Salts, scheduled a page in *The Comic Weekly* on March 6th, 1932. March sales broke all records. Result—additional space was ordered immediately.





The Basis of Leadership is Knowledge of Values

These leading products have been presented in full page color advertisements in The Comic Weekly, in 1931-32



JELL-O
RINSO
BON AMI
OVALTINE
LISTERINE
COCOMALT
LUX FLAKES
GRAPE NUTS
W. K. KELLOGG
LISTERINE RUB
LIFEBUOY SOAP
KRUSCHEN SALTS
POSTUM CEREAL
MINUTE TAPIOCA
LUX TOILET SOAP
IODENT TOOTH PASTE
JOHNSON'S FLOOR WAX
LISTERINE TOOTH PASTE
LISTERINE SHAVING CREAM
WATERMAN FOUNTAIN PENS
DR. LYON'S TOOTH POWDER
AUNT JEMIMA PANCAKE FLOUR
SMITH BROTHERS COUGH SYRUP
BAUER AND BLACK (HANDI-TAPE)
VICKS NOSE AND THROAT DROPS
MULSIFIED COCOANUT OIL SHAMPOO

THE COMIC WEEKLY



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Time to Swat Blackmail and Parasite Advertising

Illegitimate Media Add to Advertising Costs. Why Not Invest Saved Money in Result-Bringing Publications?

By Amos Bradbury

ALL of us have ten or more friends who are having a hard time this summer. One of my worst cases, the one that keeps me awake at nights, is that of Babcock, who for twenty years was a valuable and well-paid executive of a giant corporation. A year and a half ago he was dropped unceremoniously in a general cut.

What made me think of Babcock particularly this morning is the news I received from a friend of mine, representing a large publisher, about the advertising methods of Babcock's old company. It appears to have a curious advertising complex.

One of the large national advertisers, it is noted for careful buying. Let a newspaper in some town slip slightly in circulation, let a large woman's publication lose a few hundred or few thousand names from its subscription list, and the representative is immediately put on the spot by the advertising manager.

Yet that same company is a notorious offender in its use of "charity" media. A careful analysis by a publisher's research department taken in connection with what a company official once told the president of my friend's company, leads him to believe that more than \$250,000 is spent each year in so-called "charity media."

I can get all hot and bothered even on such a cool day as this about a company which tries to save a few thousand dollars by dropping men who have served it well and then wastes money in publications which have no possible excuse for existence.

Isn't this an excellent year for advertisers to acquire sufficient nerve and courage to swat some of these charity, graft, blackmail and parasite publications? I have read the news concerning recent rate

negotiations with the greatest interest and I cannot help coming to the conclusion that what advertisers are really after is a reduction in advertising costs—not necessarily a reduction in all advertising rates. In that connection it might be well to inquire from some of the advertisers who fall so hard for "phoney" media whether or not these parasites have made rate reductions or adjustments during this time. As a matter of fact, most of them I have heard about have so arbitrary and ridiculous rates for circulation which they never guarantee or deliver, that I doubt whether anything has been done about this detail.

"Why is it," said a friend of mine in the publishing business, "that when I am put on the griddle and have to answer all sorts of questions about our guarantee, most of the advertisers never have nerve enough to ask even for a print order or find out to whom the program or local association paper is delivered?"

Politician Publications

Another graft and waste in advertising which is taking away money from legitimate sales efforts and from stockholders is due to the appeals by politicians and city government officials for contributions to various publications they issue. Just as though local taxes weren't high enough and as if local government had been efficient, some local political leaders turn over to paid solicitors on a commission basis a publication which goes out after advertising. The local advertiser is asked to believe that the publication is official and that he is doing his duty by his city, county or State if he comes in for at least a page.

The local town gets out an an-

nual fire book, let us say. It may be issued for the local fire marshal by some printer. It will have a red cover and the text of the book will contain instructions on how to turn in a fire alarm. There will be minute details about the operation of the alarm system, historical data about the fire department, a complete history of the present fire commissioner of East Swampville, several pages of caution about the starting of unnecessary fires. Yet a whole lot of advertisers fall for space in it.

Unwilling Waste

Merely because the big boss is afraid of incurring the enmity of the fire marshal or some local politician, he often makes the man responsible for buying his space, an unwilling waster of the stockholders' money. Similar books issued by the police department, local clubs and other organizations get part of the national advertiser's money as well as taking up entirely too much of the local advertiser's appropriation. It seems time that this sort of thing was stopped.

There is another kind of advertising which wastes money, in the form of publications which represent no one but their publishers, have no real standing nor authority, and which break all decent publishing traditions in write-ups, flattery, pictures of the big boss or the plant.

They will do anything to get a piece of advertising. This type of publication seems to go to either one of two extremes. It is either sweet and pleasant and flattering, or comes close to blackmail.

The great annual year book of the Society for the Prevention of Cruelty to Blind Mice or Old Automobiles either plays up the man who controls the purse-strings or threatens that if he doesn't come into the book he won't get any more orders from the members of the association, and that his product will be kept out of the new building which is going to be put up on Elm Street. Not only that but he is sometimes told that all the other nationally affiliated

members of the society will take the same attitude in their own individual purchases and when they put up their local lodge houses.

It seems to make very little difference whether the company puts on the velvet glove before refusing to be represented in a ridiculous list of advertising media which are nothing but charity, blackmail or parasites, or whether it comes out flat-footedly and battles the thing out this year. Just because some publication which represents the East Liverpool Amalgamation of Left Handed Pottery Makers has been on the list for a period of thirty-two years and the big chief has some awfully good friends in that organization who have always voted for him for dog-catcher, is certainly no good reason why it should stay on the list this year when stockholders are entitled to a decent run for their money and when the advertising dollar should be made to purchase 100 cents' worth of actual advertising results.

A publication which isn't an outstanding legitimate medium and yet has been on the list in a secret and careless way for many years should, for that very reason, be under particular suspicion at this time.

To all advertisers who believe that this is the time to stop the sort of advertising I have mentioned, I offer herewith two letters, one the velvet glove and one the iron hand. A choice is offered but in the name of all that is sensible why not use one of them now to stop this waste?

1. Velvet Glove

Mrs. J. H. Glagauer, President,
Local No. 26,
Amalgamated Sisterhood of Pickle Makers in the Home.

Thank you very much for your interesting letter of July 15 offering us the opportunity of taking advertising space in the program to be published in connection with the Annual Social Clambake and Outing of your great sisterhood.

We feel that at this time the best contribution which we can make to the city in which we operate, the State and the nation, is to continue to pay a profit so that we may employ workers and produce dividends for our stockholders. All revenue which we receive

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comes from the users of our products who happen to be (architects, doctors, lawyers, engineers, automobile users, red-headed women in the State of Iowa or whatever the case may be).

Our advertising appropriation is made up in advance and is based upon a careful study of markets, circulation, possibilities of profits, and is decided in close collaboration with experts in their line.

There is no possible way, therefore, in which we can take space in your particular program because if we did there is no apparently good reason why we should not do the same for a large list of others and this expense would soon run into hundreds of thousands of dollars upon which the returns would be very indirect to say the least.

Therefore, in view of the greatly increasing number of calls which are being made on us for this sort of advertising during these times, we have, at a special directors' meeting, decided that in justice to ourselves, our stockholders and our thousands of employees and in order to avoid any appearance of any discrimination whatever, we must absolutely decline to do any advertising of this sort now.

Will you please be assured, Mrs. Glagauer, that we have adopted this course of action only after the most careful and complete consideration and investigation and that it is being adhered to by this company without any exceptions whatever!

Again thanking you for the opportunity of considering this matter, we are

Sincerely yours,

One or two companies which have adopted that type of letter tell me that it has been rather effective and that when the advertising manager signs it, very few attempts are made to go over his head directly to the chairman of the board of directors or the president of the company. If that sort of letter seems too long and cumbersome, I suggest the following:

2. Iron Hand

My dear Mrs. Glagauer:

Our present advertising appropriation is entirely exhausted and the president of our company is now away on his vacation in the Maine woods.

Sincerely yours,

Or, if a man wants to be a little more friendly and not too "iron handed," he might reverse it and say that the advertising appropriation is away on its vacation and the president is exhausted, both of which may be equally true.

Let me urge every advertiser who wants to do a good job for his stockholders in these times,

who realizes that where many a company will be when the upturn comes depends upon what they do now, to reduce advertising costs by eliminating improper, parasite, blackmail, graft and charity media immediately. The management will then discover that it has a great deal more money to invest in result-bringing advertising which will build acceptance now for the days somewhere ahead when our economic machinery again gets into sound running order.

Trade Commission Reports on False Advertising Cases

Nearly 400 cases involving false advertising have been disposed of by the Federal Trade Commission since the organization of its special board of investigation in 1929, according to a report of the Commission. This special board has been co-operating with publishers and advertising agencies in eliminating misleading and fraudulent advertising.

Of the total number of cases handled, 277 have been against advertisers, sixty-six against publishers and forty-six against advertising agencies. Of 210 cases against advertisers disposed of during the calendar year of 1931, there were sixty-seven of the advertisers who discontinued business.

Nine of the advertisers were forced to suspend by Post Office fraud orders, eight were dismissed for lack of evidence, six referred to other divisions of the government, 111 disposed of by stipulation, and complaints issued and prosecutions instituted against nine, according to the report.

Distributes Counter Cards in Fifty Cities in One Day

Announcement of a special sale together with counter cards were personally delivered to 20,000 druggists in fifty cities by the Modess Division of Johnson & Johnson, New Brunswick, N. J. Delivery was completed in one day through the use of telegraph messengers.

The messages were addressed to the drug store owner or manager. In delivering the message, messengers were instructed to say "Here is good news for you from Johnson & Johnson." After the recipient had opportunity to read the message, the messenger then presented a counter display and helped to set it up.

Newspaper advertising supports the sale which features low price to the public.

Death of W. W. Ayers

W. W. Ayers, national automotive advertising manager of the Knoxville, Tenn., Journal, died recently while on a business trip to Detroit.

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Manuals for Jobbers' Salesmen

They Are Seldom of Value Because Few Salesmen Will Use Them

WHITING-PLOVER PAPER CO.

STEVENS POINT, WIS.

Editor of PRINTERS' INK:

Will you refer to your files and tell us any article during the last six years which deals with methods of securing proper use of the manufacturer's sales manual by his jobbers' salesmen?

If it deals with a product which is difficult to differentiate from competitors' products, it will be right in line with what we need most.

R. F. BELLACK,
Advertising Manager.

UNLESS a manufacturer's position with the jobbing trade is that of the seventh son of a seventh son, our advice is: Don't issue a sales manual for jobbers' salesmen—it will simply be so much money wasted.

It seems that amazingly few manufacturers have been able to absorb the elementary fact that the product made by each is merely one of scores, or even one of thousands, handled by jobbers. It may represent only a fraction of the jobber's total volume and an even smaller fraction of the jobber's net profit. Consequently, it can—and will—receive only a fraction (a small one, at that) of the jobber's and the jobber's salesmen's time and thought.

A sales manual that is read but once and then permitted to gather dust is not likely to be worth the cost of compilation, not to mention the cost of printing. The chances that a manual issued by 99 per cent of manufacturers in most fields will be read even once by jobbers' salesmen are almost nil. And the chances that the manual will be looked at a second time are zero minus.

So unless you are one of the favored and fortunate few, don't issue a manual for your jobbers' salesmen. Instead, if you feel that educational work among jobbers' salesmen is necessary, do two things: 1. Strive for permission to address the commonly held weekly meetings of these salesmen. 2. Arrange to send letters, or other literature, periodically, to

the men. And, in planning both these bits of educational work, remember that you are talking to men who are being paid by somebody else. Don't take up too much of their time and don't ask or expect them to do things that the jobber, himself, doesn't want them to do.

Recently, PRINTERS' INK MONTHLY sent a questionnaire to a group of jobbers, asking them for information on this general subject of how they wanted manufacturers to co-operate with them in educational work. Thirty-five jobbers, employing 2,450 salesmen, filled out the questionnaire. The material they furnished is summarized in an article which appears in the July issue of the MONTHLY under the title: "How 35 Jobbers Want Advertisers to Work with Them."—[Ed. PRINTERS' INK.]

Progress Can't Be Made with Eighteenth Century Ideas

In addressing the convention at Vancouver of the Pacific Advertising Clubs Association, Howard S. Coulter, Vancouver barrister, declared that the situation boils down to this: "We are trying to run a twentieth century industrial world with eighteenth century political ideas."

"Which is to prevail," he asked, "the point of view of world citizenship or the parochial, narrow, prejudiced mind that cannot see beyond the village pump?"

The time has come, in his opinion, when the sale of an idea is infinitely more important than the sale of an article of merchandise. The idea of world co-operation between the political units of the world must be soon successfully sold, he said, because seventy different political sovereignties cannot continue indefinitely to pretend that each exists in an economic vacuum.

Death of Y. E. Allison, Sr.

Young E. Allison, Sr., one of the founders of *The Insurance Field*, died last week at Louisville, Ky. He was seventy-nine years old. He was founder of the Henderson, Ky., *Chronicle* and later became managing editor of the *Louisville Commercial*. In 1887 Mr. Allison, together with Louis T. Davidson and August Straus, founded *The Insurance Field*. In 1930 Mr. Allison became chairman of the board of *The Insurance Field* and was succeeded as president and editor of that publication by his son, Young E. Allison, Jr., who survives.

for the first
 six months of this year
 The Chicago Daily News
 has carried more
general automotive display
 advertising than any
 other Chicago Daily...

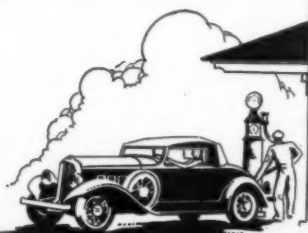
—Authority: Media Records

THE CHICAGO DAILY NEWS

National Advertising Representatives

GEORGE A. McDEVITT CO.

NEW YORK CHICAGO
 PHILADELPHIA DETROIT
 SAN FRANCISCO



40%

of Liberty's page ads

as compared to
13% of those in 2nd weekly
7% of those in 3rd weekly

are among "best read ads" of past 9 weeks

—according to the "what did you read" check of 9 samples of 150 persons each, made to date, by Percival White Incorporated.

HERE, again, are the "best read ads of the week" as reported from this week's count of exactly what 150 "readers" of Liberty, Collier's and Saturday Evening Post *actually read*.

This is the ninth week of the Percival White Incorporated surveys. And for nine weeks, an average of 40 per cent of Liberty's page advertisements has appeared on the "best read" list.

The second weekly averaged 13 per cent of its page ads on the "best read" list.

The third weekly averaged 7 per cent of its page ads on the "best read" list.

Are these odds working for or against the effectiveness of *your* advertising?

**Reader Interest Not
Everything**

These weekly surveys attempt to find out what—and how much—people

read. Of course, people do not buy merely because they read. The persuasiveness of what they read determines that. (Which is the copy writer's job.) But they've got to read before they can be persuaded. So reader interest is a primary requirement. (Which is the magazine's job.) And when 40 per cent of the ads in one magazine find a maximum audience—compared to 13 per cent in another magazine and 7 per cent in a third—then, we say that the odds for your advertisement in the first magazine reaching maximum effectiveness are rather overwhelming.

Think It Over

Many executives are watching these reader interest results every week. They note, week after week, how great a proportion of Liberty's ads are "best read" . . . how all advertisements in Liberty average 21% to 61% greater reader interest

Week of July 2
All page ads in Liberty
Stopped on Average:

11% more persons
than in second
weekly

29% more persons
than in third
weekly



Advertiser: Lucky Strike
Agency: Lord & Thomas
Space: Back Cover
Reader Interest: 79% better than
average page



Advertiser:
Agency: J.
Space: Ba
Reader Int



Advertiser:
Agency: G
Space: Ba
Reader Int

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BEST READ ADS
OF THE
WEEK

JULY

2



Advertiser: Eastman Kodak
Agency: J. Walter Thompson Co.
Space: Back Cover
Reader Interest: 65% better than
AVERAGE PAGE



Advertiser: Jantzen
Agency: Botsford, Constantine & Gardner
Space: Four Color Third Cover
Reader Interest: 62% better than
AVERAGE PAGE

DO NOT COVER YOURSELF FROM HEAT AND HUMIDITY...

Turn on the cold

FRIGIDAIRE
REFRIGERATORS - ICE MAKERS

Advertiser: Frigidaire
Agency: Geyer Co.
Space: Back Cover
Reader Interest: 56% better than
AVERAGE PAGE

POCKET BEN TAKES HARDEST DRIVES
OF CHAMPION BILLY BURKE

Advertiser: Westclox
Agency: Batten, Barton, Durstine & Osburn
Space: Black and White page
Reader Interest: 47% better than
AVERAGE PAGE

(which means 21% to 61% greater real circulation). Many of these executives are beginning to realize that theirs should be no mere thoughtful, scholarly, objective contemplation; that this is no cloistered delving into metaphysical abstractions; that here are facts about people who are living, reading, reacting, buying now; that these counts of 21% to 61% greater reader interest mean that 21% to 61% more prospects may be seeing *Somebody's* advertising this

week, without that Somebody spending a penny more, merely because that Somebody recognizes changing times, changing magazine tastes and has courage enough to sacrifice tradition to conviction.

The facts exist, whether they remain only an object of the student's regard or are turned to the pragmatist's profit. They have existed for the past 9 weeks. They exist this week. They will probably continue to exist next week and the week after.

When they will begin to exist for you is entirely up to you.

Liberty... America's BEST READ Weekly

Worcester, Massachusetts

"No Guns Today? Then Buy My Valentines!"

Worcester manufacturers, turning out some 3,000 different products, make sure that Worcester-made goods will never be out of demand in the markets of the world. In few cities in the country is employment so steady, or buying power so stable, as in this city of widely diversified industries.

Worcester makes firearms and valentines; wire and underwear; vacuum cleaners and trolley cars; shoes and sprinkler systems; automobile and airplane parts; skates, looms, razors, wrenches, envelopes, boilers, corsets. Worcester works in steel, leather, textiles, paper. Worcester's machine tools, precision gauges, abrasive wheels, are used in many countries. The world in its most finicky moments continues to open its purse to keep Worcester wheels turning and Worcester's skilled workmen buying.

This diversification holds true for all of Worcester county, in which no one industry produces as much as 6% of the total manufactured products. Most of these manufactures are of a highly specialized nature, employing the more skilled type of workers at better-than-average wages.

Of the 93,400 families living in Worcester and within the average 18-mile radius

50.39% own their homes	61.97% have savings accounts
46.90% own radios	55.55% have residence telephones
45.68% own pianos	34.26% own vacuum cleaners
43.49% own phonographs	20.22% own electric washers

The average per capita savings of Worcester is more than FOUR times the average for the United States

This Worcester Market—one of the richest and most responsive in the nation—with money to spend NOW—is adequately, economically covered through these newspapers ALONE. Of all families in Worcester and within the average 18-mile radius who regularly, every day, read in their homes a Worcester newspaper

85.33% read the Telegram or Gazette in their homes six days every week.

THE TELEGRAM-GAZETTE

Worcester, Massachusetts

George F. Booth, Publisher

Paul Block and Associates, National Representatives

New York Boston Chicago Detroit Philadelphia San Francisco Los Angeles

Sales and Advertising Cannot Be Separated

Advertising-Minded Executives Are Co-ordinating the Two Activities for Greater Efficiency

By C. B. Larrabee

[EDITORIAL NOTE: The data on which this article is based were gathered through the friendly co-operation of the following companies: Coca-Cola Company, Welch Grape Juice Company, Addressograph-Multigraph Corporation, Quaker State Oil Refining Company, Life Savers, Inc., Vick Chemical Company, Cluett, Peabody & Company, Inc., B. T. Babbitt, Inc., Delco Appliance Corporation, Holland Furnace Company, The Coleman Lamp & Stove Company, Armstrong Cork Company, William Wrigley, Jr., Company, The Western Company, Hecker-H-O Company, Inc., Stokely Brothers & Company, Inc., Loose-Wiles Biscuit Company, Jantzen Knitting Mills, National Biscuit Company, National Carbon Company, Inc., Nunn, Bush & Weldon Shoe Company, Carnation Company, The Perfect Circle Company, Masonite Corporation, The Parker Pen Company, and S. C. Johnson & Sons, Inc.]

SALES and advertising are not things apart. As the realization of this important fact is being brought home with the unmistakable emphasis of the times, slowly but surely the high fence that has separated many advertising departments and sales departments is being torn down.

Lee H. Bristol, vice-president, the Bristol-Myers Company, in his book, "Profits in Advance," says: "To me it seems inevitable that all important businesses in the country will follow the lead of some of our more progressive ones, who have already done so, and provided a title of dignity, responsibility, and executive authority to one person whose sole concern is the broad subject of distribution and its many phases."

While the day of Mr. Bristol's

distribution director, as he calls the individual to whom he refers, has not come, a recent inquiry among a number of large national advertisers indicated that today more than ever before sales and advertising departments are working closely together.

In some companies, indeed, there are no longer such individual entities as separate sales and advertising departments. For instance, Stokely Brothers & Company, Inc., notes no line of demarcation. C. C. Culp, sales manager, says:

"Our advertising department is, in a measure, the same as our sales department. The sales executives are the advertising executives and the sales plans and the advertising plans are worked out together. We have a separate force in our sales department handling our consumer and promotion material with our distributors and our sales force is kept closely posted on just what the promotion department is doing and uses this information in its sales work."

Hecker's New Set-Up

The same condition maintains in the Hecker-H-O Company, Inc., which just recently co-ordinated its sales, sales promotional and advertising departments into a joint sales and advertising department. Under the new set-up the individual duties of the former clerks of the various departments remain just about as before but in doing away with individual departments as such, says W. H. Thornburg, advertising manager, the company feels it will be able to formulate merchandising campaigns to greater effectiveness than have been possible at any time in the past.

Closer co-ordination of the sales and advertising functions has been an inevitable development of busi-

ness. Without this co-ordination the effectiveness of both sales and advertising work is bound to suffer, sales costs are bound to be higher in proportion than they should be and the return from the advertising investment less.

The advertising success of Cluett, Peabody & Company, Inc., has been achieved with comparatively small appropriations. The reason for this is that for years the company has been conducted by advertising-minded executives. When the company commences, at the beginning of the year, to lay out its advertising plans one of the main things that it bears in mind is how these plans can be made 100 per cent effective by the co-operation of the sales force. For that reason the words "advertising portfolio" mean as much to this company as to any organization in the country.

Arrow salesmen are sold to the hilt on the effectiveness of the company's advertising because they have seen it work in the retail store. The reason they have seen it work in the retail store is because they have been educated by the sales and advertising managers on how to make it work. As a result the Arrow advertising portfolio is an integral part of the company's sales policy.

Assistants to Each Other

"There is no line that divides the sales and advertising in this organization," says Harold J. Potter, advertising manager, Welch Grape Juice Company. "Many times I have referred to the sales manager as assistant advertising manager and he refers to me as assistant sales manager which indicates how closely we are working together on policies and plans.

"I firmly believe in this type of co-ordination between the two departments. Anyone who draws a line between the two is just crazy, because there isn't any line. The organization that separates them is just missing the greatest treat of gaining the maximum efficiency in the production of profits.

"Two months ago we lined up

our advertising for the year, set up machinery to follow through, and then I packed my grip and went out into the field as a Welch salesman, living at a salesman's hotel, pounding the pavements, contacting the larger distributors, actually facing firing-line facts, and, believe me, we learned some very interesting answers on how sales and advertising policies should be set up.

A Second Trip

"After this actual field research, I again packed my grip and left my home for five weeks, bringing this sales plan to our salesmen, first in conference, on paper and then actually going out into each market and applying it."

Under such conditions the sales-minded advertising executive is no rarity. Today you will find in many companies ex-salesmen handling advertising executive positions just as you will find many advertising managers who are able to go out and sell a bill of goods with the best salesmen of the company.

In the Addressograph-Multigraph Corporation, R. M. Winger, sales manager of the Multigraph Company, and W. K. Page, sales manager of the Addressograph Company, both filled the position of advertising manager prior to their occupation of sales managerships. Consequently, sales policies are set and executed with a sympathetic view of advertising problems. According to C. E. Steffey, vice-president of the corporation, the activities of the advertising department are so closely co-ordinated with those of the sales department that it functions practically as one unit, both with regard to advertising policies and sales policies.

Mr. Steffey says: "To my mind this is an ideal arrangement, inasmuch as the sales executive can expect more co-operation in carrying out his plans of distribution when sales and advertising function so closely. The men in the field appreciate more keenly that whatever advertising matter is

prepared for them is planned entirely with a view to assisting them from a sales standpoint and closer attention is paid to the use of this advertising matter because of this appreciation on their part."

In many organizations advertising has joined sales as being a community activity. It is not just the job of the advertising manager or the sales manager, but one of considerable interest not only to the president, but also to the other officers of the company. Here, again, we have a premium put upon the advertising-minded executive.

The simplest form of community effort is followed in the Western Company where, according to Kenneth Laird, advertising manager, "major policies—both advertising and sales—are formulated in conferences participated in by the executives of both departments and the president of the company. Thus the advertising department may and does contribute to the formulation of sales policies and the sales department to the formulation of advertising policies."

Such a comparatively simple arrangement is nothing particularly new and has been in operation in many companies controlled by advertising-minded presidents.

Four Main Departments

Not so simple and not so common is the system followed by a New York State manufacturer of building material. This company has four main departments: Production, sales and advertising, accounting and research. At bi-monthly meetings the heads of each of these departments and their assistants meet to co-ordinate the work of the company. In this way the men charged with the carrying out of the details of advertising policies are thoroughly aware of what the research department is doing months in advance of the bringing out of new products with the result that in several instances preliminary advertising campaigns have been laid out and approved before the research department was ready to give its

final O. K. to the new product.

The president of this company tells me that the result of this system is not only a healthy spirit of rivalry but also an equally healthy spirit of co-operation.

One of the largest national advertisers operates an even more complicated system which is of great value in closely co-ordinating advertising with the work of the entire company.

An Operating Committee

This organization has an operating committee which meets once a week. On this operating committee are the president, the various vice-presidents in charge of different activities, the sales managers, the advertising managers, and the credit manager. At the weekly meetings various matters of policy are threshed out and it is interesting to note that an executive of the company estimates that advertising receives more attention than any other individual problem that comes before the committee.

This company also has a peculiar set-up in the administration of advertising and sales. There is a sales manager in charge of all the company's sales activities and an advertising manager who exercises equal supervision over the company's advertising activities. In addition to this, the company's products are divided into three divisions and over each division there is a man who is a combined sales and advertising manager. These sales and advertising managers report to the general sales manager and to the general advertising manager who, in turn, report to the operating committee.

The result of this peculiar arrangement, which seems complicated and contradictory on the surface but which works smoothly in actual practice, is that the sales force is solidly behind the company's advertising because it understands thoroughly what it is all about.

Utopia is a long way in the distance, perhaps, and there are only a few companies that see Mr.

Bristol's vision of the distribution director but there is no question that the lines that formerly marked off sales from advertising are becoming pretty badly blurred.

The day of the advertising-minded executive is here and stockholders, as well as company officials, are beginning to realize that they are lucky indeed if they are participating in the activities of advertising-minded organizations.

J. N. McDonald Again Wins Summer Golf Meet

Joseph N. McDonald, of the Anacosta Copper Company, was winner of the 1932 annual golf tournament of the Summer Advertising Golf Association held at Manchester, Vt., recently. He defeated J. H. Abeel 3 and 2. This is the third consecutive time Mr. McDonald has won the annual tournament of this group. The first consolation flight was won by Gilbert C. Tompkins, who defeated Eugene Kelley.

The first division, down-and-outs, was won by J. J. Traversa, who defeated C. H. Jennings. A. Dumas won the first consolation, down-and-outs, by defeating F. C. Stevens.

Eugene Kelley, vice-president of the Eilert Printing Company, was elected president of the golfing group for the ensuing year. J. H. Abeel, of the Dexter Folder Company, was made first vice-president. J. F. O'Connell was elected second vice-president and J. J. O'Donnell, secretary-treasurer.

Lithographers Appoint Morris Einson

Morris Einson, president of the Einson-Freeman Company, Inc., Long Island City, N. Y., has been appointed chairman of the publicity committee of the Eastern Lithographers Association. This group will co-operate with the Lithographers National Association on advertising and promotion.

Appointed by Kellogg Group

The Kellogg Group, Inc., Chicago, railroad employee publications, has appointed Weil, McGinniss & Sloman, Inc., New York, as its Eastern advertising representative.

Appoints J. J. Gibbons

The Canadian National Railways have appointed the Montreal office of J. J. Gibbons, Ltd., to direct the advertising of Canadian National Steamships, starting with the fall campaign.

Maxon Transfers D. D. Jones

Duane D. Jones has been transferred from the Cleveland office of Maxon, Inc., advertising agency, to the New York office of that company.

O. J. Gude Trophy Fund Awards Announced

The O. J. Gude Trophy Fund committee has made the following awards in the competition open to employees of the General Outdoor Advertising Company "for the best design, idea or creation involving and affecting the art of outdoor advertising": First prize, Robert F. Hostetter, Pittsburgh; H. E. Martin, Oklahoma City, and Alexander Stoddart, New York; second prize, H. H. Akers, Richmond, Va.; Chester C. Bratten, Chicago, and M. Zenn Kaufman, New York; third prize, Cyril Coggin, Philadelphia; M. Davidson, New York, and Alma C. Holgren, New York.

C. H. Du Cloe with Milwaukee Concern

Chester H. Du Cloe, for four years with the J. Walter Thompson Company, during three years of which he was manager of the company's Near East territory with headquarters at Alexandria, Egypt, has been appointed a member of the staff of Schucht-Mier-Robertson, Inc., Milwaukee, consulting engineers. He was formerly with the Trade Press Publishing Company and the Koch Company, Milwaukee.

Leaves Detroit "Times"

Arthur G. Darmstadter has resigned as display advertising manager and advertising director of the Detroit *Times*. He has been with the Detroit *Times* for the last eight years and, before that, was for a number of years with the Cleveland *Plain Dealer*.

Death of D. L. Johnston

David Lorimer Johnston, president of the J. W. Clements Company, printing, Buffalo, N. Y., and New York, died at Buffalo recently at the age of fifty-nine. He had been with the company for many years.

Joins Arkansas Dailies

The Malvern, Ark., *Record*, has joined the Arkansas Dailies, Inc., publishers' representative, and will hereafter be represented by that group in the national field.

Appoints Hirshon-Garfield

The Crompton-Richmond Company, Inc., New York, textiles, has appointed Hirshon-Garfield, Inc., New York advertising agency, to direct its advertising account.

Joins Atlanta Agency

Rudolph Rudder has joined the staff of Russell Whitman, Atlanta advertising agency.

Samuel Weinberg, formerly a member of the advertising staff of the *American Hebrew* and *Jewish Tribune*, New York, has again joined that publication.

Dear Miss Fenley:



TO Joyce Fenley, Fashion Editor of the Chicago American, came 15,550 letters, 1,262 phone calls from women in 13 months. Most frequent question, "Where can I buy it?"

The women in Chicago's

largest evening newspaper audience are fashion-minded, interested in what is *currently* the thing to buy. What happens when the right thing is presented to them in the right way is a heartening chapter in the Boone Man's story.

CHICAGO American

a *good* newspaper now in its TWELFTH YEAR of circulation leadership in Chicago's evening field

National Representatives:

RODNEY E. BOONE ORGANIZATION

BALTIMORE, City of Divered Id



That Baltimore is fast becoming an important meat-packing center is indicated by the U. S. Government's recently issued "Biennial Census of Manufacturers".

In this census, which presents latest available figures on annual production, Baltimore is credited with 58 establishments turning out meat products valued at \$47,046,742, giving employment to 1789 wage earners and 492 salaried officers and employees.

How the industry in Baltimore has grown is seen by comparing the above figures with the figures for the year 1900, when production of Baltimore's slaughtering and meat packing establishments was valued at \$5,349,310.

But meat packing is only one of many Baltimore

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MORNING
New York: J
Detroit: J

Meat Industry: Meat Products



**The
Sunpapers
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Daily (M&E)
287,684**

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industries that function on a large scale. There are more than 2,200 manufacturing establishments in and adjacent to the city. Such diversity of industry explains why business in Baltimore is above average.

Yes, an above-average market, Baltimore. And, as most advertisers already know, Baltimoreans are most readily reached through the advertising columns of The Sunpapers—morning, evening and Sunday.

**THE
MORNING**


EVENING

**SUN
SUNDAY**

New York: John B. Woodward, Inc.
Detroit: Joseph R. Scolaro

Chicago: Guy S. Osborn, Inc.
St. Louis: O. A. Cour

Atlanta: Garner & Grant

2 ads. 672 sales. Kern's, one of Detroit's large department stores, just recently made 672 sales from 2 small advertisements in The Free Press. One advertisement of 143 lines single column featuring a \$1.95 dress produced 511 customers. The other advertisement of 165 lines single column, featuring a suit at \$16.50 produced 161 customers. Here is a high rate of production . . . low cost of selling . . . \$3,652.95 worth of sales from 308 lines. *Good* selling knows neither seasons nor "situations." Here is proof . . . outstanding . . . that business is being done in Detroit . . . that Free Press readers have the dollars and are spending them with those advertisers who make a bid for their business. **THE DETROIT FREE PRESS**

Editor

We
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Sincerity Is Needed in Charity Appeals

There Are Dangers in Making the Letters and Literature Too Professional in Appearance

G. M. BASFORD COMPANY

Advertising

NEW YORK

Editor of PRINTERS' INK:

We are very desirous of making a study of methods of collecting money through the mails which have proved successful in the interest of a worthwhile cause, and will appreciate it if you will let us know what has been printed on the subject in PRINTERS' INK.

A. V. FARR.

THERE has been a trend in recent years toward putting trained, experienced, advertising and promotion men in charge of the money-raising activities of certain charities. This is frequently a wise move. An advertising man, if he is a good one, should understand the psychology of collecting money for worthy causes. But it is also frequently dangerous to let such an individual apply commercial advertising principles to charity appeals.

The prospective contributor to a fund for the relief of suffering or extension of a worth-while social organization is not influenced, as a rule, by the same appeals which get him to buy an automobile or a vacuum cleaner. The charity appeal is to the heart. It must stir the emotions deeply. Any implication of commercialism is likely to injure the effectiveness of the appeal. Elaborate booklets, high-pressure sales letters not only usually fail to bring in the checks, but also antagonize the recipients and cause many of them to question the efficiency and integrity of the charitable organization.

Sincerity should be the keynote of every charity appeal. Sometimes the professional copy writer is able to put such a note in the letters and booklets. More often, however, genuine sincerity comes from some-

one who has been closely affiliated with the organization or its work and who pleads for funds in simple, direct and truthful words.

The Salvation Army, for example, has a man writing its letters and advertising who has been an active member of the Army for many years. He gets his facts from his own experience and from his fellow members who go into the

CRAFTS



BOXING



BASKET BALL



CHECKERS



READING



MADISON SQUARE BOYF CLUB
215 East 28th Street
New York, N. Y.

I, George Cobb, hereby apply for membership in the Madison Square Boyf Club and promise to honor my promise, attend classes, develop my body, play ball, work hard and do my best to be a good citizen.

Boys under 10 years of age \$1.00 a year (payable \$1/2 a month)
 School boys over 10 years of age \$1.00 " " " "
 High School Boys \$1.00 a year " " " "
 Working boys \$1.00 a year (payable \$1/2 a month)
 If unemployed we will give you a chance to earn your dues.

Check off the classes and activities you wish to take part in:

<input checked="" type="checkbox"/> Basketball	<input checked="" type="checkbox"/> Making Christmas gifts
<input type="checkbox"/> Marimacine	<input type="checkbox"/> Sunday evening lessons
<input type="checkbox"/> Literary	<input type="checkbox"/> Street work
<input type="checkbox"/> Soap making	<input checked="" type="checkbox"/> Day and out Club
<input type="checkbox"/> Printing	<input type="checkbox"/> Stamp Club
<input checked="" type="checkbox"/> Woodworking	<input type="checkbox"/> Sewing Club
<input type="checkbox"/> Candy making	<input type="checkbox"/> Glee Club
<input checked="" type="checkbox"/> Cooking	<input checked="" type="checkbox"/> Shoe Repairing
<input type="checkbox"/> Street campaigns	<input type="checkbox"/> Chorusing
<input type="checkbox"/> Experimenting	<input type="checkbox"/> Skating

Name George Cobb
 Address 302 E. 28th St.
 Age 8 School P.S. 116 Grade 2d
 Father's Name Alfred When employed _____
 Mother's Name Mrs. Cobb _____
 Brothers 7 Siblings _____
 Number of Rooms 4

A Letter Appealing for Funds Was Written on the Reverse Side of This Interesting Application

homes, talking to the men and women who come to the canteens and to the breadlines. He doesn't go in for cleverness but what he writes reads like the urgent belief of the man.

There are times when die-cut folders and multi-color booklets and letters with a professional appearance are in order. But for the majority of charity organizations, the simpler the literature the better. Contributors like to feel that their

money is being spent for the purpose outlined in the letters and not for the preparation of expensive literature. Simplicity has an appeal in itself.

A Simple but Effective Plea

One of the simplest and yet most effective solicitations which we have seen is that of the Madison Square Boys' Club of New York. An inexpensive letter-size sheet is mailed to prospective contributors. On one side is an application blank for membership in the club. This blank is filled in by a real boy. His name is given, as is his address, age, school, grade and other pertinent information such as the activities in which he wishes to take part. Down the side of the sheet are a few pen-and-ink drawings of the crudest sort which illustrate some of the things which the boys do in the club.

The reverse side of this sheet carries a letter from Albert B. Hines, managing director of the club. He states that "Here is the application of George Cohl who wants to join the Boys' Club. He is a good boy and worthy of admission."

Then Mr. Hines goes on to tell about the activities of the club and its financial needs.

There are no frills about this letter. It does not pretend to be an elaborate piece of direct mail, it is obviously the sincere and simple appeal of an organization which is more interested in spending 1¼ cents an hour to take boys off the street than in spending many more cents on impressive literature.

In his letter Mr. Hines indirectly suggests the amounts which contributors might feel inclined to spend. He states that \$18.75 will take a boy off the streets for 1,500 hours. For \$12.50 a boy will be taken off the streets for 1,000 hours and for \$6.25, 500 hours.

Many charity organizations have found from experience that it is usually wise to suggest certain amounts for contribution. If no specific amounts are mentioned the contributor is likely to ponder and wonder just how much to send and perhaps end up by sending very

little or nothing at all. Mr. Hines uses a psychological appeal by mentioning the highest sum first. While the organizations will gladly accept even very small contributions, it isn't likely that many will send less than \$6.25 inasmuch as that is the lowest figure mentioned in the letter.

As in so much other advertising today, charitable institutions are finding that it pays to be specific. Generalities don't bring in many dollars. While a man may hesitate to give \$2 to the American Society for the Prevention of Cruelty to Animals *per se*, he will frequently give more than that to provide so many pails of cool water for the horses in New York City for a definite period of time.

The Salvation Army tells subscribers just how many pounds of oatmeal \$15 will buy and how many loaves of bread \$4 will buy. Such figures give contributors something specific to think about. They bring the contributor and the afflicted closer together. They give assurance that the money will be used to good purpose. The contributors are not so likely to wonder how much of their dollar goes toward organization and administrative expenses.

The Constructive Angle

A study of recent letters and folders of appeals reveals the fact that there are not so many pictures of starving children and desperate cries for help. The writers of the letters approach their problems from a more cheerful and constructive angle. They talk about the good that the organization and the contributions will do and not so much about the evils that now exist.

Another important point is to make it easy for contributors to send their money. A coupon is just as valuable in this kind of work as it is in any other form of advertising. Blank checks containing spaces for the name of the contributor's own bank and his signature have been found to be very helpful. Stamped return envelopes are naturally valuable and almost invariably used. Special folders in

which the check may be inserted and mailed are being used more frequently.

Many of the established rules of direct-mail advertising also apply to charity solicitations. But there are many additional points to be considered. When we say that elaborate pieces of literature should be avoided, we do not wish to imply that simplicity should always be the keynote. It all depends upon the organization and the type of prospects being appealed to. It is possible to go to extremes in either direction.

Mailing lists should be made up with extreme care and the letters should be written with the different classifications in mind. Some of the larger organizations have found it advisable to put different industries into separate groups and address special appeals to each. The American Red Cross does this. It has been found that members of a particular industry respond more readily when the letter of solicitation comes from another member of that industrial group.—[Ed. PRINTERS' INK.]

Heads Agency Radio Committee

Charles F. Gannon, director of the radio department of Erwin, Wasey & Company, Inc., New York, has been appointed chairman of the committee on radio broadcasting of the American Association of Advertising Agencies. He succeeds Howard Angus, of Batten, Barton, Durstine & Osborn, Inc., who continues as a member of the committee.

Gauze Account to Ferry-Hanly

The Chicopee Manufacturing Corporation, New Brunswick, N. J., manufacturer of gauze, including Chica, a facial gauze, and Dusties, has appointed the Ferry-Hanly Advertising Company, Inc., New York, to direct its advertising account.

To Represent Business Papers at Montreal

Alax D. Murray has been appointed advertising representative for Montreal and territory of *Iron & Steel and Concrete and Quarry*.

Elected by Moore Press

Joseph R. Bein has been elected a vice-president and sales representative of The Moore Press, Inc., New York.

Pacific Coast Group Meets

THE Advertising and Sales Bureau of the Vancouver Board of Trade was host last week to the annual convention of the Pacific Advertising Clubs Association.



Walter A. Folger

General sessions and departmental meetings were devoted to discussions on increasing the effectiveness of advertising and finding new tasks for it to perform in stimulating the return of better business.

Walter A. Folger, vice-president of the Pacific Telegraph & Telephone Company, San Francisco, was elected president. He succeeds Roy A. Hunter, of Vancouver. Irving Engler, of Oakland, Calif., was elected secretary-treasurer. Mrs. Cora Harding, of Los Angeles, was elected vice-president at large. Elected vice-presidents were: Orrin Hale, first district, Seattle; Merriman Holtz, third district, Portland; and D. R. Minshall, fifth district, San Diego.

Sam Chernis, of Walla Walla, representing the second district, and Harry Royer, of Sacramento, representing the fourth district, continue as vice-presidents.

Sacramento was chosen as the convention city for next year.

A. W. Pinnell with Powers & Stone

A. W. Pinnell, formerly with the W. W. Chew Organization, has been made manager of the New York office of Powers & Stone, Inc., publishers' representative.

Death of Day Wilhelm, Jr.

Day Wilhelm, Jr., until recently general manager of the M. M. Kelly Advertising Agency, Buffalo, N. Y., was drowned last week at Point Abino, near that city. He had recently retired from his position with the Kelly agency.

What Groucho Says

The Hen Laid the Egg—Where Did the Hen Come From?

FELLER sez he's got a new function for the ad agent and all will be Jake.

Did he rush into print with the idea? He sure did. That's where I got it.

Feller went on to show how the ad agent had covered rates, trade research, radio, et cet, and then wept like Alec the Great cuz the worlds were all licked.

So the time being ripe this little Edison ad man comes out with a new invention for the agent and sez now's the time for the agent to *interpret the consumer to the advertiser.*

Great idea. Look for ads in the trade sheets saying: "Mr. Advertiser meet Mr. Consumer through the kind offices of Zee Zee's new introduction department."

Or "Aaronson, Introduction Headquarters."

Or "Spindle and Jenks has in its employ Mr. Jones-Jolly, the greatest introducer in modern industry. We have employed Mr. Jones-Jolly at a salary of 75,000 silver dollars a year to introduce the consumer to our clients."

I proposed to Gent. Treas. that we start a Consumer Interpreting Department. He gimme a dirty look.

I proposed it to Boss. Boss sez there's an idea there if we can

do it without any additional cost.

I mentioned it to Skippy, and tho' I'm a rough guy, I'm not rough enough to tell you what Skippy said. Never could figure out why, with Skippy's gift of words, he ever specialized on art.

Guess my few years of ad business have mebbe made an old stick-in-the-mud of me. Anyhow this kind of stuff gives me a pain in the neck.

Eagles spoke very softly when I told him to read about introducing the consumer to the client. When Eagles speaks gently and Skippy roars you know they are both madder'n a damp hen.

Sez Eagles, softly: "Groucho, that's a swell idea, a bit revolutionary. 'Bout a million writers have been weaned on the idea they must know how to interpret the advertiser to the consumer. Turn 'em around and they may get wuzzy."

"Didja say Boss likes the idea? O.K. If the ad biz can't make a living interpreting the advertiser to the consumer mebbe we can make millions telling the advertiser what the consumer looks like. I always thought writing had a lot to do with advertising."

Then a pencil in Eagles' hands suddenly busted. GROUCHO.

♦ ♦ ♦

Death of D. R. Erwin

David R. Erwin, for the last ten years with the advertising and export divisions of the General Motors Corporation at New York, died recently at Portland, Pa. He was forty years old. Mr. Erwin was at one time in charge of automobile advertising of the *Seattle Times*. Later he was with the advertising departments of the National Cash Register Company and the Cadillac Motor Car Company.

Charles Francis Press Executive Appointments

William J. Eakins has been made vice-president and John J. Carr sales manager of the Charles Francis Press, New York. Other executives of the company are Augustin F. Oakes, president, and general manager, and John A. Wilkens, vice-president and treasurer.

C. A. Sawade Advanced by National Radiator

Carl A. Sawade, formerly sales engineer and sales promotion manager of the National Radiator Corporation, Johnstown, Pa., has been appointed assistant general manager of sales. He was for some years sales manager of the Continental Heater Corporation, now consolidated with the National Radiator Corporation.

H. W. Fisher Joins Leo Hart, Inc.

Harry W. Fisher, for seventeen years with the Sheffield-Fisher Company, Rochester, N. Y., is now vice-president and sales manager of Leo Hart, Inc., of that city.

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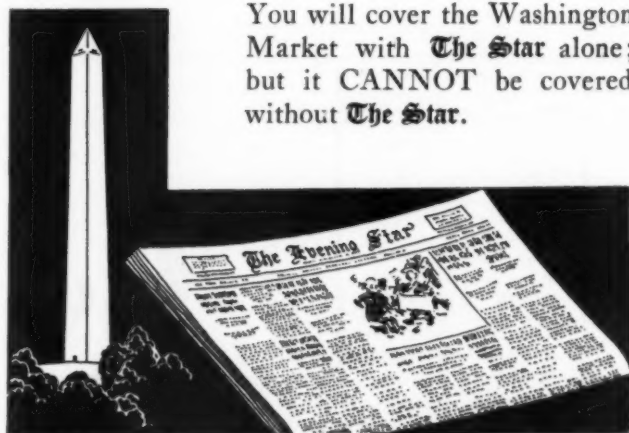
THE conditions in market and medium are peculiarly attractive in the trading area comprising the Washington Market, embracing the National Capital and 25-mile radius into Maryland and Virginia. Recent statistics give Washington business as 81.6% normal, the highest in the country—so that acute depression is conspicuously absent.

The Star, the only medium necessary to completely cover this prosperous market, is its "home" paper—with a constantly and consistently increasing circulation—97% of which Evening and 96% Sunday being **CONFINED STRICTLY** to the Washington Market.

You will cover the Washington Market with **The Star** alone; but it **CANNOT** be covered without **The Star**.

New York Office
DAN A. CARROLL
110 E. 42nd St.

Chicago Office
J. E. LUTZ
Lake Michigan Bldg.



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**A
BIG ACTIVE MARKET**

**Q
TRAINED
TO BUY
QUALITY**

30% More Sales

Just recently 684 stores proved that "Guaranteed by Good Housekeeping" is a sales-clinching argument by using window and counter displays bearing the message "We feature merchandise advertised in and guaranteed by Good Housekeeping." This sales test increased sales an average of 30 per cent.

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IMPORTANT manufacturers have started a much-needed campaign to revive a demand for quality among consumers.

GOOD HOUSEKEEPING Magazine plays an important, consistent part in maintaining and extending a market for quality.

Today more than ever its editorial and advertising pages teach the wisdom of buying trademarked quality brands.

GOOD HOUSEKEEPING'S influence as an authority on good merchandise has spread beyond its circulation into most of the intelligent families whose patronage the better manufacturers want today. This influence helps

its advertisers move goods today faster than their competitors.

The **GOOD HOUSEKEEPING** guarantee saves you many dollars of your sales expense by at once intrenching you in the confidence of quality-buying consumers.

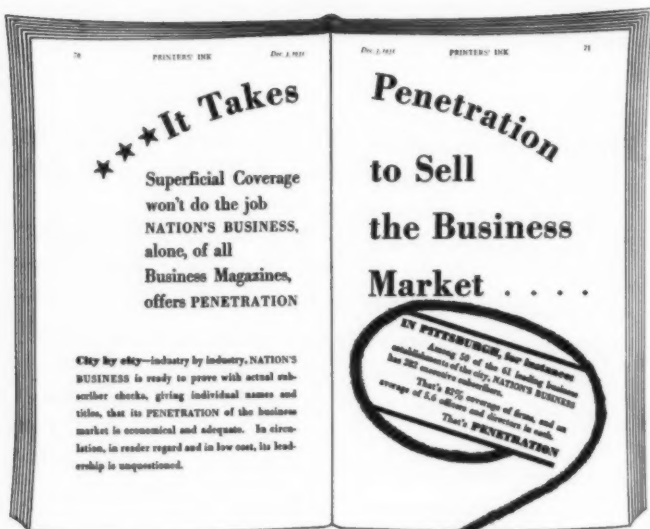
It helps to protect your merchandise against substitution.

It lifts a good product out of the mass of doubtful goods into select, fast-selling company.

The immense power of the **GOOD HOUSEKEEPING** market to make immediate sales of superior goods entitles it to be more and more used by you as a distinctive instrument to make **MORE SALES IN 1932.**

GOOD HOUSEKEEPING

Everywoman's Magazine



IN BIRMINGHAM, for instance:

Among 33 of the 37 leading business establishments of the city, NATION'S BUSINESS has 119 executive subscribers.

That's 89.2% coverage of firms, and an average of 3.6 officers and directors in each.

That's **PENETRATION**

The Sack of Rome and the Sacking of America

Is This Nation Going to Be Held in Continuous Bondage for Benefit of Office-Holding Class?

By Colonel Robert R. McCormick

Editor and Publisher, The Chicago Tribune

[EDITORIAL NOTE: The problems, serious as they are, which the present depression has put before American business seem to be relatively simple when they are contemplated alongside the rising cost of Government. One and all we may as well admit that business is being throttled and crushed by a situation in Government which for the last generation has been creeping up on us as a thief in the night.

Colonel McCormick, in the appended paper, takes the radical stand that the country is rapidly approaching the point where business shall be little more than the vassal of the office-holding class. And PRINTERS' INK is inclined to agree with him.

What follows is an abstract of an address (an advance copy of which he was good enough to send us) made by Colonel McCormick on July 7, before the Kansas City branch of the Federation of American Business.]

IT has been comprehensively shown that the depression here and elsewhere has been caused by excessive taxes, which have made industry and commerce unprofitable, have prevented them from saving any surplus or raising new capital, and have thrown millions of men out of work. In consequence, the need has arisen (or is it that the occasion has been seized?) for the State to provide new capital and supply employment and charity for the idle, to do which it is levying still more excessive taxes, completing the vicious circle.

This situation brought about by our lawmakers is no less grotesque when viewed from the interests of public activities they play with at great expense than from the wel-

fare of the whole nation. Demanding enormous revenues for their armies of tax eaters, to supply which great earnings are necessary, they would have been expected to encourage the production of wealth in order to create a larger pool from which to draw their imposts. Instead, they have consistently obstructed profits, harassed business with a multitude of burdensome and useless regulations, and have begun to confiscate the capital which makes civilization possible.

Unprogressive Progressives

Faced with the diminishing revenue and hard times of its causing, Congress during the present session has been milling around like a herd of steers stampeded in a Western stream and drowning in its depths. While the majority are merely confused, they are undoubtedly dominated and driven by the Red members who are working to destroy our Government and our civilization, and who in turn are supported by that group of scholastic morons calling themselves Progressives and Liberals, whose principal concern is to make private enterprise unprofitable, not realizing in their egotism and ignorance that when business is destroyed Bolshevism must follow. They are no more progressive than the Old Testament Hebrews and the early church prelates, no more liberal than the feudal nobles of the Dark Ages, all of whom battled against the principle of private profit and held the world in slavery for centuries.

Money is being spent by public officials faster than it is being accumulated by private individuals and companies. We are therefore running to an inevitable end, of

private and public bankruptcy, and the end is in sight.

Our congressmen who thought they were smart to confiscate the wealth of the nation to pay for their political dissipations were less wise than the Vandals who sacked Rome and set civilization back a thousand years. Rome was not the home of the Vandals.

When *those* savages destroyed the *former* civilization they took away from everybody the right of property. The king, emperor, earl, or whoever acted as their dictator of the proletariat, confiscated all real property and lent it to his ward heelers under the various patronages of feudalism well known to second-year law students.

When evils were perceived among the great blessings of our institutions—evils which loomed large in the altruistic imagination of the American people, but which in fact were Lilliputian compared with the oppressions from which our people had escaped and which the people of Europe were accepting as unavoidable—those manipulating political power could find no cure except by a slavish imitation of European governmental methods. Upon a people newly escaped from the curse of a ruling class were heaped department upon department, bureau upon bureau.

We have so many offices, appointive and elective, that obtaining office is both a profession and an occupation, so exacting upon its members as to leave them no leisure with which to engage in other occupations or even to learn about the necessities of civil life and of national economics; they just do not know what is going on outside of their own officialdom.

The recreation and emoluments of the bureaucracy being office-holding, their occupation is politics. Power is maintained by the perfection of political machines operating behind some simple emotion.

* * *

The tax raisers in our capital city and elsewhere, very few of whom have produced any wealth of any kind in any way, think an

income is like a flowing artesian well; that the fortunate possessor of an income has somehow come into possession of a running stream, small or great in size, and all that the beneficiaries of Government taxation have to do is to reach a pipe into the well, take as much water as they want, and leave the owner as little as may be.

That process of bleeding to death has been going on in this country under the old tax laws. How much will it be accelerated under the new! I prophesy that the imposts set by Congress cannot be raised in this country for even one year. In other words, the taxes proposed will not balance the budget because the blood givers will sicken so fast that they will not be able to supply the Government its many drops of blood.

Bear this in mind: Under this tax bill, the American producers can carry on a losing fight for one summer with diminishing earnings and vanishing employment. At the outside, we can carry on for one year; but if this tax bill remains on the statute books, our civilization will fall as fell the civilization of Rome, sacked not by the Vandals, but by our own conscript fathers.

Balanced Budget a Myth

The statement that our national budget is balanced is a deliberate falsehood uttered on the one hand by people who wish to hide the failure of their guardianship, and on the other by those ferrous individuals who hope to conceal from you the path which leads over the precipice—until you have fallen beyond recovery.

The tax raisers, living in semi-idleness on other people's money, assume that income flows constantly and continuously. It does not.

The crisis is rushing upon us. The movement which seeks to put the nation in slavery to an office-holding class, by the confiscation of private property, is organized and active; you must organize and act for self-preservation.

Today the United States Government, through one or another of its agencies, dominates transportation, banking, and agriculture, and is reaching out for dominance over manufacturing and commerce. In less than a generation the taxes paid to the United States treasury have risen from less than a billion dollars a year to well over four billion. Nothing could be more certain than that, if the present trend continues, the tax exactions will rise, year by year, until all private profits will disappear. We are close to that point today. The governments, national, State, and local, are taking a fourth of the income of the American people today, and about one-third of this huge total goes to Washington.

This sacking of the American Republic was made possible because of a mistaken idea of national wealth during the boom, because the bulk of the taxes was extorted from a number of voters so small that they could not protect themselves, and from the proclamation of the foreign doctrines of the anarchists, Engels, Marx, and Lenin, that the ruin of the rich would inure to the benefit of the less well-to-do.

* * *

Our tax laws have destroyed more than a half, nearly two-thirds, of taxable income, forcing the tax eaters to search elsewhere for their spoils.

But the consequences of their sacking of industry have been far more terrible.

In substantially reducing buying power and compelling selling of all kinds of property to meet tax bills, they have forced a bear movement in all commodity, security, and realty prices, infinitely greater than all the other bear influences combined, until the sellers so greatly outnumbering the buyers, property of all kinds has lost most of its value. There being little demand for commodities, there is only a trifling demand for labor. Taxation has eaten our livelihood.

Much falsification of bookkeeping and much positive mendacity have been employed to camouflage

the fact that nowhere in the world or in history has any form of industrial enterprise carried on by Government been anything other than an added form of taxation on the people.

When listening to the appeals to envy, remember two basic facts in political economy, which the Reds who rule on Capitol Hill ignore:

First, great profits come only to an enterprise which produces an article for which the demand vastly exceeds the capacity to produce it. These profits are reinvested in the business to expand its capacity. When production approximates demand, large profits cease!

The example of this fact best known to all of us is the automobile industry, which built itself up in the last twenty-five years almost entirely out of profits, gave to all the people of the United States great comfort and luxury, and profitable employment to millions of them. Examples of the same principle on a smaller scale are found in every decade and in every State in the Union.

Second, great profits come to one who learns how to produce an article of common use at much less than previous cost. His profits last until others learn to reduce their costs also, when the profits all revert to the consumer!

Do you realize that we now forbid by law all innovations and all reductions in the cost of necessities?

Bear this in mind also: The entire building industry, the carpenters, the bricklayers, the lock manufacturers, as well as the steel mills, mines, and quarries, *exist upon accumulating capital*. That is why these industries are prostrate now that these accumulations are being confiscated by the Government.

The benefits to mankind achieved in the last century, far greater than in the previous history of the world, came because the creative power of men was aroused as they were allowed to own the property which they accumulated and the wealth they produced, and stimulated them to superhuman mental, moral and physical exertions. This

creative power has withered as these rights have been taken away.

Under our present Tax Law of Abominations progress must cease. Established industries, unless carried down in the general collapse, may carry on for a generation, and moribund ones may benefit because no new enterprise will arise to compete with them, because,

when we take away the opportunity for owning wealth, when we let the tax eaters, like Al Capone, "muscle in" on private property to the extent of 50 per cent of income and 40 per cent of estates, there will be no new enterprises!

There will be stagnation and unemployment on a scale still unheard of!

+ + + Building and Loans Advertise to Combat Withdrawals

"DON'T Sell Milwaukee Short! Hold on to your building and loan stock as you would Liberty Bonds." Thus read the headline of the first advertisement in a series now being run by the Milwaukee Building and Loan League, an organization composed of such associations in the city and county of Milwaukee.

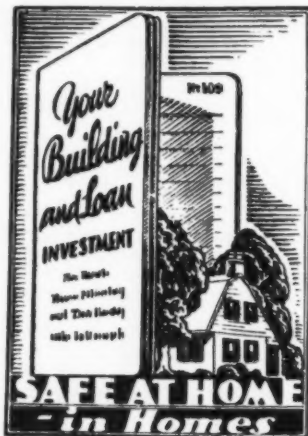
Faced with the same two problems confronting practically every building and loan association in the country, namely, the unprecedented withdrawal of funds and the selling of stock at prices below its actual value, the group decided to run this advertising in an effort to create confidence among its members and the general public.

Many individual shareholders, apparently influenced by the feeling of unrest which is so prevalent these days, have been seeking to withdraw their savings. Since the large majority of building and loan funds are invested in mortgages and similar investments which cannot be liquidated on short notice, it was obviously impossible for the associations to meet the demands of their members for cash.

The copy of the first advertisement explains why the demands for immediate cash payment cannot be met.

In pleading with the public not to "sell Milwaukee short," the advertisement refers to the instances where building and loan stock was sold at prices below its face value. Since the associations are required by State law in Wisconsin to accept their own stock at its face value in payment of dues, mort-

gages and similar debts, some people have been buying such stock from its owners for less than its face value and then turning it in to the associations which were required to give full credit for the amount indicated on the stock.



An Illustration from the First Newspaper Advertisement in the Series

The copy advises: "Think twice before you are tempted to dispose of your Building and Loan holdings . . . in part or whole . . . at a sacrifice."

The league plans to run a series of advertisements along this line. No attempt will be made to get new members; the theme of the copy merely tending to create confidence and keep up the morale among the old members.

Here's How Times Have
Changed in PITTSBURGH

54.6%
of Women's Wear advertising was carried in the Evening Sun-Telegraph during the first six months of 1932.

The above percentage represents a gain of 8.3% for the Sun-Telegraph in this important classification over its position during the corresponding period 1931.

Figures by
Media Records, Inc.

The **PITTSBURGH**
SUN-TELEGRAPH

NATIONALLY REPRESENTED BY
PAUL BLOCK AND ASSOCIATES

Needed by Salesmen: Enthusiasm and Knowledge

A Sales Manager Tells His Force How to Get Business in Hard Times

By Geo. W. Pressell

Vice-President and General Sales Manager, E. F. Houghton & Co.

[EDITORIAL NOTE: The following letter was sent to the Houghton sales force by Mr. Pressell. It contains some selling fundamentals which salesmen are likely to forget when in the presence of buyers.]

I KNOW that selling goods today is a tough job. I know it's often a discouraging job. It takes more work to get \$100 worth of business today than it did to get \$500 worth of business in the boom times of '28 and '29.

But I know, too, that products that offer real value can be sold today and every other day as long as there is any business left in the country.

John Wanamaker's store hasn't closed its doors, Macy's in New York haven't given up trying to get business, neither have Filene's in Boston, nor Marshall Field in Chicago, nor Stix, Baer, Fuller in St. Louis, nor The May Store in Cleveland. They are all still doing a large volume of business every day and will continue to do so as long as they *offer real values* and *tell the public of the values they offer*.

In my mind there is only one way to successfully sell in these times. That is to *convince* your customer that your products offer him *greater value* than he is now obtaining for his money.

The buyer of today is a cold and calculating business man. He spends his money where he gets the greatest value. If you can convince him that you can offer him the best value, you can get his business.

In order to convince your customer that your products give him the most for his money you must be convinced of it yourself and be able intelligently to tell him why.

You can't sell yourself on your

products by Prof. Coué's recipe of saying to yourself, "I know they're better! I know they're better!" You must know of the reasons *why* they are better.

It all gets back to the fundamental fact that you must *know* your products. You must know your competitors' products. You must be able intelligently to tell your customer why your products are the best value he can obtain.

Your products have merit. They can save your customer money. If they didn't have merit your company wouldn't put them on the market. Selling them is not hard when you know all their merits and intelligently and convincingly tell your customer of them.

Our purchasing agent tells me that there never was a time when it is easier to "stall" a salesman than it is today. Salesmen call on him who show by their attitude that they don't expect to get business. Yet why should they? We are buying goods every day. There is never a day that our purchasing department doesn't issue many orders; and we are more interested than ever before in placing these orders where we can get the best value. Why don't salesmen who call on us realize this and enthusiastically tell us what they can offer instead of lamenting about business?

Selling goods is still a great game. It's a game that still offers real rewards to the man who can sell. Very few plants are overstocked with supplies the way they were in 1930. They are buying from hand to mouth, which means they are buying frequently. And every time they place an order they are looking for the man who can give them the greatest value. Convince them you are that man and you will get their business.



P. O. BOX 460
TELEPHONE 2-00-78

ROSENSTOCK & COMPANY

IMPORTERS, EXPORTERS AND
GENERAL MERCHANTS
112 CALLE T. PARRA
MANILA, P. I.

CABLE ADDRESS
"ROSCO"
ALL COUNTRIES 32920

May 23, 1932.

The American Exporter,
370 7th Ave.,
New York, N.Y., U.S.A.

Dear Sirs:

Reference: Electric Coffee Roaster, Page 40,
May issue 1932.

We would appreciate the address of the manufacturer or, if you wish, it may be to your benefit to advise the manufacturers that we are interested in the sale of this coffee roaster and would appreciate receiving their agency proposition.

Thanking you, we are

Yours truly,

ROSENSTOCK & COMPANY.

A. SIEPKEN,
Manager

FROM THE PHILIPPINES

comes this typical example of reader interest. From the agents for such representative manufacturers as Owens-Illinois Glass Co., Individual Drinking Cup Co., A. P. W. Paper Co., Stewart-Warner Corp.

By the way, the new excise taxes on radios, refrigerators, etc., etc., do NOT apply to shipments to the Philippines, Puerto Rico or the Canal Zone

Our Readers Are Your Buyers Abroad

AMERICAN EXPORTER

World's Largest Export Journal - - - 55th Year
370 Seventh Ave., New York

a GAIN
on TOP of
a GAIN

THE ST. LOUIS

National Advertising Represent **GEO**



An advertising gain in June, 1932, on top of a gain in the same month last year! A gain for the first six months of 1932, which follows a gain for the entire year of 1931! That's the record of The St. Louis Star (now The St. Louis Star and Times).

The following figures show the increase in agate lines for each period in total paid advertising:

In June, 1931

The St. Louis Star gained 29,343 lines.

In June, 1932

The St. Louis Star (now The St. Louis Star and Times) gained 18,372 lines . . . a gain on top of a gain. (No other St. Louis daily or Sunday newspaper showed a gain for these periods.)

In the Year 1931

The St. Louis Star gained 370,473 lines. (No other St. Louis daily or Sunday newspaper gained in 1931.)

In the Six Months of 1932

The St. Louis Star gained 46,302 lines. (No other St. Louis newspaper, daily or Sunday, showed a gain for this period.)

U STAR and Times

Represented by GEORGE A. McDEVITT CO.

NORTHWEST

(MINNESOTA and THE DAKOTAS)

MARKET FACTORS



The Northwest is more rural than any sales district as large in the entire country.



There are as many homes on farms as in all cities and towns combined, including Minneapolis, St. Paul and Duluth.



Merchants throughout the Northwest in all but the three metropolitan centers depend primarily upon farm trade.



THE FARMER covers the entire Northwest farm area and reaches more homes than any other publication of any kind (including city newspapers, magazines and other periodicals).

THE FARMER
 and
Farm, Stock & Home
 SAINT PAUL, MINNESOTA

New York
 Midwest Farm Paper Unit, Inc.
 250 Park Avenue



Chicago
 Midwest Farm Paper Unit, Inc.
 Daily News Building

Wholesaler Proves His Worth

These Trying Times Have Taught Him Something about Selling, and Now He's Beginning to Get Somewhere

An Interview by J. G. Donley with

George E. Cullinan

Vice-President in Charge of Sales, Graybar Electric Company

"THE wholesaler is coming into his own again, for one simple reason—the need of careful economy in selling expense.

"In boom times many manufacturers over-rated the efficiency of their sales organizations, for general results were good. A great deal of inexcusably expensive selling went unnoticed because the average overhead was not excessive in relation to total volume. But when volume fell, these numerous peaks in selling costs, in various territories and to certain classes of accounts, stood out alarmingly. Sales costs which are easily absorbed when profits are plentiful may represent net losses today."

Those are the general facts by which George E. Cullinan, vice-president in charge of sales of the Graybar Electric Company, explains why manufacturers, and dealers as well, are today seeking out the wholesaler whose set-up provides for the spreading of overhead over thousands of items. Graybar is one of the few national distributors, and it handles some 60,000 electric items through eighteen main houses and fifty-eight branches.

A Decided Trend to the Wholesaler

Mr. Cullinan, who has been in the electrical wholesaling business for twenty-five years, declares that he has never before witnessed such a turning of the tide toward wholesalers as is under way today. He also points to a changing emphasis on the three functions of the wholesaler—warehousing, credits, selling—with real selling coming to the fore.

Advertising has played an important part in bringing new products to Graybar. Ever since this company—which stems from the Western Electric Company, of which it

was once the distributing division—was established as a separate corporation seven years ago, it has advertised consistently to the trade. It has also worked into the consciousness of the public, through consumer advertising on a large number of products which carry the company brand.

The Power of a Name

"The manufacturer of a performance-recording device, which may be attached to a piece of production machinery and will give a graphic picture of its hours of work or idleness and quantity of pieces turned out, recently came to us to distribute this product," said Mr. Cullinan. "When we asked him why he said: 'Everybody knows Graybar. Your name added to our name will give us prestige we alone couldn't possibly have.' Were it not for our advertising, this man probably wouldn't have heard about us.

"We recently had a similar experience with a manufacturer of electric refrigerators who came to us and said that he wanted us to handle his product. And he suggested that we put our name on the refrigerators along with his own, because, as he expressed it, 'your name is so well known to the trade and the public.'"

In addition to the fundamental fact that manufacturers who insisted on doing all their own selling when buying was done in large quantities cannot now afford, on a small lot basis, to travel salesmen far and wide for business; and in addition to the fundamental fact, on the retailer's side of the picture, that dealers who wanted to buy direct and get major discounts when their volume was big, are now more interested in quick and frequent fill-in service from convenient

warehouses—there is another reason why more products are going through wholesalers.

In the case of Graybar, and similar factors with variations apply to other wholesalers, there was a tremendous volume of business derived from building activity before the fateful turn in things. Conduit, wiring supplies and all the electrical equipment used in construction brought large volume to salesmen. Under such conditions it was difficult to induce salesmen to give much attention to specialties or specialized selling efforts. But, with only a limited amount of building now going on, and with no way to stir up such business in the absence of such activity, the real, honest-to-goodness salesmen who have weathered the storm have knuckled down to real selling jobs. The order-takers have passed out.

"In the last two years," said Mr. Cullinan, "our salesmen have become specialty-minded. It has probably been a case of doing that or doing nothing. When business picks up again I believe they will retain their interest in the selling of specialties, for the personal satisfaction that comes from achievement in this direction is much greater than that from volume order taking. Every salesman knows that it is a higher type of selling. Moreover, we have our outlets established and we will keep this business going, probably with the addition of new men as volume expands.

Wholesalers More Aggressive

"This sort of selling means that wholesalers are building more aggressive and more efficient selling organizations—that selling is becoming the foremost function of the distributor. The manufacturer who used to feel that his product in the hands of the wholesaler was just another item in a big catalog is going to have less and less reason for that attitude.

"The selling organization in any branch or main house depends, of course, upon the size of the territory and its sales potential. But here is the situation with us today, and other distributors are working

into the same set-up. In every main office where we are selling a certain product—say, refrigerators—there is one man who is a specialist on the sale of refrigerators. Under him there will be two or three or four, or more, men in the field, along with a service man.

Specialized Training for Salesmen

"In addition to this compact selling group, all the regular salesmen out of that branch will be trained by this specialist in the selling of refrigerators. All salesmen are thus primed to talk refrigerators whenever the sales opportunity turns up on their routes. If they run into a situation which requires help, they call on one of the refrigeration salesmen or the specialist from the branch office.

"In each of our eighteen main houses there are men trained in the selling, merchandising and promotion of certain lines of appliances, such as radios, washing machines, electric stoves, vacuum cleaners, and so on. If the office is big enough, each specialty with sales volume sufficient to warrant it may have a complete selling organization. The bigger the office, the more complete are these integral organizations.

"In sparsely settled territories, of course, one man will handle all the specialties. It is in such territories that the wholesaler has always been peculiarly valuable to the manufacturer and the retailer, and that value is enhanced under present conditions when orders are small and the dealer must rely on nearby stocks for replenishment, and when, by the same token, the manufacturer must seek far afield for orders necessary to maintain his total volume on a profitable basis.

"Today manufacturers are finding it difficult, not only to cover the thin territories at a cost within their limits of sales expense, but also to cover the less productive areas of more promising territories. If the manufacturer cannot afford to go after such 'forgotten purchasers,' it may be asked, how can the wholesaler do it on an efficient basis, with men who are real salesmen, rather than catalog toters?

"The answer is that, if the manufacturer covered such territory, he would have, in addition to the primary selling overhead—salaries, commissions and expenses of the sales force—credit, warehousing, office and service expenses. With the wholesaler, as has always been the case, these expense items are spread, *pro rata*, over thousands of products."

The question may be logically raised whether, since this swing back to the wholesaler is a product of the difficult selling conditions of the times, it is not merely a temporary situation. When business picks up again will not manufacturers return to their own individual sales forces, even in territories and under conditions where costs are high? When this question was put to Mr. Cullinan, his reply was:

"I believe that wholesalers who are now doing a better sales job than ever before and who are building up aggressive sales organizations are going to retain the advantages that have come to them through economic necessity. From being an important accessory selling force in these times of stress, the wholesaler's selling function will become indispensable to a well-rounded coverage in the days of expanding sales."

"The wholesaler stands to do a larger volume of business than ever before when business becomes active again, because added products which are not now yielding any great amount of sales will build up his volume. And the greater the volume the greater the opportunity for comprehensive service."

"There is another reason why I believe the wholesaler is starting a new march ahead. Business always learns something from the difficulties of depression. From the 1907 panic we learned to set up a better monetary system, without which the last three years would have been unthinkable worse. In 1920-21 we suffered from bloated inventories and a terrific pyramiding of orders. From that we got our lessons on careful control of stocks and 'hand-to-mouth' buying."

"There have been no serious inventory losses since 1929, no serious

cancellation of orders on which factories had accumulated raw materials. But there has been a tremendous liquidation in the volume of business; necessitous liquidation in overhead; forced liquidation in man power."

"The costs of doing business got out of bounds during the boom days. The lesson of this depression is one of greater efficiency looking toward lower costs of selling, merchandising, and distributing. I believe that manufacturers who are finding a more economical and efficient system of distributing, through the use of the facilities of established wholesalers, are not going to throw this system overboard when business is again running in high."

Maker and Licensees Co-operate in Forty-eight Page Insert

Unknown three years ago, a process of shoe manufacture which has been developed in the meantime and which has been advertised to the trade in a modest program, this month smashes through with a forty-eight page business paper insert. The insert advertises the Compo Shoe Machinery Corporation, and the products of forty-two licensees.

Full-page space is used by thirty-seven shoe manufacturers, half pages by four manufacturers, all of whom participated on a co-operative arrangement submitted to Compo licensees. The insert broadcasts to the trade the fact that use of the trade-mark, Compo, is limited to licensees who have grown in number from 33 in 1929 to 83 in 1931. A spread lists the names and plant locations of all licensees.

Another spread carries an illustration of the Compo conveyer together with descriptive text. The final page is an index of the names of co-operating shoe advertisers. Space taken by them is uniform in presentation, carrying illustrations of featured models, the names of their makers and short copy, descriptive of the models and their sales possibilities.

C. P. Slane Heads Peoria Airport Group

Carl P. Slane, one of the publishers of the Peoria, Ill., *Journal-Transcript*, has been elected president of the Peoria Airport, Inc., an organization which has been formed to build a new airport at that city.

Appoints Milwaukee Agency

The Wisconsin & Michigan Transportation Company, Milwaukee, has appointed Klau-Van Pietersom-Dunlap Associates, Inc., advertising agency, of that city, to direct its advertising account. Newspapers, outdoor and radio advertising will be used.



THE SHADOW OF A MAN STANDS

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HE SOLD HER... YET SHE DIDN'T BUY

LET'S pretend you make radio sets.

Mrs. Van Whonk is buying one. Naturally you would like to have her buy one of yours. One of your dealer's salesmen is doing his best to make the ending a happy one for you.

But something is wrong. Mrs. Van Whonk is *not* going to buy your set. Even now she is pointing at your competitor's product and saying, "I guess I'll take that one after all."

The salesman sold her—yet she didn't buy. What is wrong with Mrs. Van Whonk?

Mr. Van Whonk.

Last night the Van Whonks decided their old set wasn't good enough any more. He said he guessed they could afford a new one. She wanted the new set to go well with the new curtains. He wanted it to go well with the old ears.

Happily, they found an advertisement that told about a radio which they were able to compro-

mise on. That's the set she went out to buy. That's the set she bought.

Women are the purchasing agents of the family. Their husbands are the treasurers. Every purchase of any consequence is decided by a conference between the two. Behind every woman, when she buys, stands the shadow of a man.

Obviously, the manufacturer who convinces the husband and the wife at the same time has a tremendous advantage over his competitors. He can do this by advertising his product in a Family Group magazine.

Redbook is a Family Group magazine. Its natural habitat is the living-room table, for it is read by men and women in almost exactly equal numbers. To be specific, every thousand copies are read by 1480 women and 1420 men. In Redbook, moreover, your message reaches *both* sexes for 25% *less* than it costs to reach one sex alone through other media!

Sell the family and you sell all. Redbook Magazine, 230 Park Avenue, New York City.

BEHIND EVERY WOMAN WHO BUYS

Quality Fights Back

National Quality Maintenance League Wants to Influence Advertising to Combat Shoddy Merchandise

BAUSCH & LOMB OPTICAL CO.

ROCHESTER, N. Y.

Editor of PRINTERS' INK:

Can you tell me something about the National Quality Maintenance League? We would be interested in knowing who are its sponsors, and what its methods of operation and objectives are, etc.

M. C. WILLIAMSON,

Manager, Sales Service Department.

THE National Quality Maintenance League is an outgrowth of the feeling on the part of a number of leading manufacturers of quality merchandise that their welfare is being seriously threatened by the pestilential growth of price advertising and the consequent education of the public to buy shoddy merchandise. Julius Forstmann, president, Forstmann Woolen Company, was the prime mover in the formation of the league and is at present chairman of the general committee.

The objectives of the league, as set forth in the by-laws which were adopted at a meeting on April 21, 1932, are as follows:

1. To encourage the establishment and maintenance of high standards of quality in style merchandise.
2. To seek by co-operation among its members continuous improvement in design and quality in style merchandise.
3. To inform the public of the essential desirability and intrinsic value of better quality in style and merchandise.
4. To prevent unauthorized or unfair copying of original ideas or designs in individual manufacturer's products.
5. To use all means that may be offered for the prevention of falsity in advertising and selling, and for the discouragement of unfair trade practices which tend to tear down or destroy high standards of quality or which tend to deceive the public as to values or desirability of quality.
6. To use all means that may be offered for the promotion of ethical standards in American busi-

ness, and generally to do such acts as may serve to accomplish any of the aforementioned objects.

The League should be of particular interest to national advertisers because it is nationally advertised merchandise which is suffering the most from the present wave of price ballyhoo. This effort is being recognized speedily by a number of publications who have joined the League and are co-operating with it editorially.

At the present time the League has about 150 members and there are no dues. Tentative steps are being taken to perfect a more complete organization with an executive secretary, and also to work out some equitable system of dues. The headquarters of the League at present are at 200 Madison Avenue, New York, and inquiries concerning complete details of its operations should be addressed to F. Eugene Ackerman, who is alternate chairman of the general committee and vice-president of the Julius Forstmann Company.

The Policy of the League

In outlining the policy of the League Mr. Forstmann has made it clear that the purpose of the organization is not to raise prices or to limit competition.

"It is intended," said Mr. Forstmann, "to further the sale of merchandise of integrity in quality and style at the lowest legitimate prices commensurate with value. Its program must be so organized that it co-operates to the fullest degree with all efforts of similar character being made by retailers, so as to assist them in selling better and more serviceable merchandise at a legitimate profit. Its accomplishment will go far toward stabilizing responsible industries, employing thousands of people and representing an investment of many billions of dollars."

At the present time the League has embarked on no ambitious pro-

gram of promotional effort as an organization, because it feels that its individual members have in their own hands the means to do a powerful educational job. It feels, for instance, that writers of advertising may so key their copy that its tone will tell the quality story. Individual members of the League are sponsoring display and direct-mail material which can be used by individual retailers who believe in the tenets of the League.

There is no question that the American public during the last two years has bought millions of dollars' worth of "gyp" merchandise under the impression it was getting merchandise of good quality sold at a low price. It is significant that in most industries very little of this merchandise has

carried the trade-marks of national advertisers. On the other hand, some national advertisers have attempted to lower their standards, feeling that they are being forced to do so by the public's clamor for price.

A member of the National Quality Maintenance League tells PRINTERS' INK that he believes there are indications of the approaching end of this price hysteria. He feels that the activities of the League and of individual manufacturers in preaching the quality story can be made of the utmost importance in putting the American public once again on the path of getting its money's worth by buying merchandise of recognized quality.—[Ed. PRINTERS' INK.

Unselfish Outdoor Campaign



IN thirteen locations in Manhattan and the Bronx, Wanamaker's, New York City department store, is conducting a "Buy Now" campaign of its own with the idea of helping restore public confidence by increasing sales of all types of merchandise.

The message is simple: "Buy something—if only a little—anywhere." Beneath this seven-word recommendation is the store's name and address and a circular panel

telling how far the store is from the location of the sign. The distance is given in "minutes-by-subway."

The advertisements are placed in strategic shopping locations so that the maximum number of people will see and heed the message. Although the campaign has been under way only a short time, Wanamaker's has received many comments to indicate that the idea is meeting with unusual approval.

Why the Trade Acceptance Is Gaining in Favor

Du Pont Is the Latest Large Company to Adopt Plan of Taking Short-Term Drafts for Goods Sold to Responsible Customers

E. I. DU PONT DE NE-MOURS & COMPANY, INC., and its subsidiaries and affiliated companies have adopted the practice of taking short-term acceptances from responsible customers in payment for goods sold to them, and of issuing trade acceptances promptly in payment for goods purchased.

Thus one more company joins the roster of those backing the broader use of the trade acceptance as urged recently by the banking and industrial committee of the New York Federal Reserve District. The plan has been adopted by such nationally known companies as the American Rolling Mill Co., Campbell Soup Co., General Electric Co., General Motors Corp., National Steel Corp., Standard Oil Co. of N. J., United States Rubber Co., and the Westinghouse Elec. & Mfg. Co.

The trade acceptance has been used by a number of companies, off and on, for many years. For some time after the inauguration of the Federal Reserve System its use was on the increase, but recently the open account method of financing sales returned to its former popularity.

A more general use of trade acceptances today would make available immediately to industry credit facilities of the Federal Reserve Banks.

"The trade acceptance plan will," in the opinion of the Du Pont company, as expressed in a letter, "assist legitimate business to obtain needed credit from the banks; increase bank deposits, and serve as a means of expanding the Federal Reserve Banks' outstanding credit, all of which should tend to stimulate business, stop further deflation and accelerate the return of normal conditions."

The trade acceptance is a time draft or bill of exchange drawn by the seller upon the purchaser of

goods, and customarily sent by the seller to the buyer, accompanying the invoice for the goods. The buyer signs the trade acceptance across the face, with the date and place of payment as indicated in the form, and returns it at once to the seller who is then in possession of a desirable form of two-name commercial paper, with a definite maturity date, eligible for rediscount at the Federal Reserve Banks, if maturing within ninety days. The buyer may take the initiative by filling in an acceptance form and signing it across the face of the instrument as acceptor and then forwarding it to the seller.

Advantages of Trade Acceptances

Here are some of the advantages of trade acceptances as outlined in the "Financial Handbook" (Ronald Press):

To the seller—

1. They establish the correctness of the amount of the indebtedness of purchaser.

2. Trade transactions can be financed more economically when open book accounts are replaced by trade acceptances which can be discounted to obtain money to carry on more business.

3. The costly cash discount and the attendant friction caused by the attempts of some buyers to take discounts after the cash discount period has elapsed is done away with by the use of trade acceptances.

4. Bad debts are reduced because acceptors of trade acceptances, payable through local banks, hesitate to injure their credit by dishonoring them.

5. There is less likelihood that customers will abuse the privilege of returning goods or make excessive claims, for damages.

To the buyer—

1. Buyer's credit standing is

raised by meeting his trade acceptances at maturity.

2. The use of trade acceptances tends to develop greater efficiency in buyers. They thereby can arrange their purchases better to coordinate with their sales. They will make greater efforts to collect on their sales in order to meet their own trade acceptances.

Here are some of the arguments against the use of trade acceptances:

1. They cannot be used advantageously where the prevailing terms of sale are for cash.

2. In those lines of trade where long terms of credit are customary it is not desirable at times to use them.

3. In many instances they may tend to make the terms of payment longer. Customers who would otherwise pay promptly to obtain the cash discount will be placed on a time basis.

4. The open account method has the advantage of being elastic in making adjustments for goods damaged in transit or returned on account of differences in kind or quality from that ordered.

5. The discount for early cash payment under the open book discount system is looked upon by purchasers as more desirable than time payments through the use of trade acceptances.

6. Trade acceptances in themselves do not avoid bad debts but are merely a means of improving trade relations in that they serve to arrange particular terms of payment.

7. The banks look to the drawer rather than the acceptor for security.

8. Dangerous pyramiding of credit is one of the possibilities of extended discounting of trade acceptances for the same merchandise. Where the same goods are subject to different processes in successive stages of production by different manufacturers, and each draws a trade acceptance for the maximum of time and amount which is in turn discounted, the same merchandise will serve as the basis of a series of credit transactions. The merchandise may have

passed through the hands of several dealers before the trade acceptances they have issued become due. If this is carried on extensively, there will result a credit inflation.

Du Pont believes that if the trade acceptance plan is generally adopted, and if banks receiving them will rediscount them with the Federal Reserve, the result should be materially to expedite the return of many unemployed to the ranks of industry and to aid in reviving business to a more normal volume.

Among the organizations endorsing the plan are: American Acceptance Council, Banking and Industrial Committee of the Second Federal Reserve District, National Association of Credit Men, and National Industrial Conference Board.

Advertising Distributors Plan Code of Standards

Preliminary steps toward establishing a national code of standards of practice governing the distribution of advertising literature and samples were taken at the second annual convention of the Advertising Distributors of America, held at Chicago last week. Provision will also be made for an inspection service in connection with each distribution.

A committee, appointed to bring the code into final shape, includes: John F. Kelly, Cleveland, chairman; M. L. Ullman, New York; Ralph L. Goodman, Chicago; Arthur Adler, Philadelphia; Roy Zigenfus, St. Louis; Merle Spandau, Pittsburgh; William R. Jones, Rochester, N. Y., and H. A. Hawks, Marshalltown, Iowa.

Jean Blum, Blum's Advertising Agency, San Francisco, was elected president of the association. He had been acting president. Ralph L. Goodman, Big Four Advertising Carriers, Chicago, was named vice-president. John F. Kelly was re-elected secretary.

G. K. MacEdward Joins Detroit Business

Gordon K. MacEdward, who, for the last few years, has been president and general manager of Dunedin Isles, Inc., of Florida, has returned to Detroit and has acquired an interest in Animated Advertising Displays, Inc., of that city.

University Elects E. A. Paviour

Ernest A. Paviour, past president of the Rochester, N. Y., Advertising Club and head of the firm of R. S. Paviour & Son, has been elected a director of the University of Rochester.

UP GO THE TARIFF WALLS

Tariffs may rise where they will...but there is one market that raises no barriers to the American manufacturer. Right within our own borders it is available...a market which represents 40% of this country's buying power...*The Country Gentleman* market.



No tariffs, no shifting monetary standards, no lack of distributive machinery, limit you in selling to this vast domestic field, dominated by the 1,700,000 modern, substantial Country Gentleman families.

Seventy out of every 100 of these selected families own homes. Eighty-six per cent of them own motor cars. They live within easy access of modern shopping centers. They obtain their personal and business guidance from one principal source...*The Country Gentleman*.

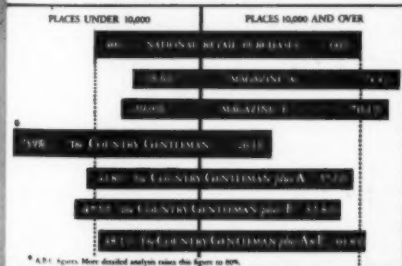
In fact, because of the real service it renders them, *The Country Gentleman* holds their interest and loyalty as does no other magazine or group of magazines.

Do you gain by heaping up your appropriation on the urban 60% of your potential and overlooking this adjacent 40%, which is so substantial and so responsive?

Advertise in *The Country Gentleman*, reach this 40%, and give your salesmen a better chance to realize ALL of their potential.



MAKE YOUR ADVERTISING BALANCE WITH SALES OPPORTUNITY



If your product is one that most families can use or enjoy, The Country Gentleman should be one of the first three magazines in your advertising plan.

THE COUNTRY GENTLEMAN

FAMILY COUNSELOR TO MORE THAN 5,900,000 PEOPLE

... Key to 40% of National Sales Potential

**THE CURTIS PUBLISHING COMPANY • Philadelphia • Boston
Chicago • Cleveland • Detroit • New York • San Francisco**

The Timid New Salesman

Lack of Assurance in the Presence of Prospects Isn't Always a Sign of Incompetence

By Andrew M. Howe

A DISTRICT sales manager for an insurance company was putting on a special drive. His men were expected to make a stipulated number of calls every day and to work evenings and on Saturday afternoons during the drive.

Seeking a little rest from his tiring labors, the sales manager dropped into a motion picture theater one afternoon. As his eyes became accustomed to the darkness, he was surprised to see, in an adjacent seat, one of his salesmen. This particular young man, a former grocery specialty salesman, had been on the job for only a short time. He had gone through a course of training and was being given his first taste of insurance sales work during this drive.

The next morning the sales manager called the young man into his office. "See here," he said sternly, "I saw you at the movies yesterday afternoon. How many policies do you expect to sell and how many calls do you expect to make if that is your schedule?"

After a moment of flushed, embarrassed silence the salesman made a clean breast of it. He said: "It will take time for me to get accustomed to this game. I have sold to small retailers and know what it is to be turned down cold. I know how to take punishment without whimpering. But when it comes to knocking on strange doors and going to see busy executives three times my age, and with all the experience in the world, I just get weak in the knees. You will have to admit it's a difficult and sometimes embarrassing experience. I can feel at ease in the presence of a small-town grocer with his apron on; but I feel uncomfortable when I stand on a deep carpet in front of a mahogany desk.

"I start out from the office with

the best intentions and often get in to see my prospects. But sometimes something snaps and I just can't go in. I lose my nerve when I think of what I'm expected to do."

"Young man," said the sales manager, "perhaps you are not cut out to be an insurance salesman."

"No, it isn't that," was the response. "I'll make a go of it. Give me time. I rather think every new man must go through this same uncomfortable period. Didn't you have a tinge of it yourself?"

The sales manager was compelled to say "yes." He was conscious of the fact, moreover, that the brazen type, with no qualms and an abundant measure of nerve, is very likely to be an objectionable type. When the somewhat sensitive man once breaks the ice he is superior to Mr. Gall, who is ready, at a moment's notice, to tackle anything from the president of a company down.

Making a Required Number of Calls

This is by no means an unusual case in relation to the handling of new salesmen. Sales executives, especially those who have been acquainted with their particular field for many years, are apt to expect too much of the new man.

They don't expect him to turn in any large quantities of orders but they do believe that no matter how inexperienced or young a member of the force may be, he should be able to make the required number of calls every day.

No matter how well trained a salesman may be or how much previous experience he may have had, when he starts out selling a line that is new to him for a house which he has not represented before, he is bound to feel panicky, on occasions, in the presence of prospects.

It is possible to teach new sales-

men all they should know about the products, the company and the industry. But no amount of classroom coaching will ever build up self-confidence and poise. That comes from actual experience with the house and the line. It takes some men longer to become part of the organization, to overcome the feeling of being new men who haven't run up against all the objections, who haven't felt the pulse of the trade.

Sample Interviews

Some companies have had success with giving their new men just a little taste of what actual conditions in the field are like by having them make sample interviews in the presence of the sales manager. Someone takes the part of a tough prospect and attempts to batter down the salesman's carefully built-up story. This method does help newcomers to be more sure of themselves before they plunge full-tilt into the field, interviewing important executives unknown to them and facing the discouragements and disillusionments of the customary practice.

It is impossible, however, to duplicate exactly conditions in the field. In addition, any salesman works under a big handicap when he is forced to do his "stuff" before the boss. He is conscious of the presence of his superior and cannot forget that he is on trial.

One sales manager, whom I know, in picking his salesmen questions them on their social rather than business experience. The man who has been accustomed to mingling on an equal footing with men ordinarily considered to be his superiors, has something in his favor. Also the man who has rubbed shoulders with people in all walks of life is not likely to feel embarrassed or awed during his calls.

One of the best salesmen I ever knew was a man who had spent a great many years of his early life around racetracks. There is an old and true saying that "all men are equal on and under the turf."

If you have ever attended a Grand Circuit race meeting or mingled with the followers of the sport of harness racing, you know that important executives lose their importance when they sit on a trunk in front of a stable. Grooms, trainers, owners, touts, all meet on equal terms.

This man had been a reporter for a horse paper. He was accustomed to chatting intimately with grooms, as they cleaned their harnesses and cared for their horses, and also conversing with the wealthy owners as they sat in their boxes in the grandstand. This man did not realize that these owners could be approached only during their business days, by means of various secretaries and by appointment. To him they were just men. They all had a common interest in the breeding and racing of horses. To him all men were equal. There was no thought, when at the racetrack, of class or social distinction.

Using This Attitude in Business

He carried this attitude into business. When he became advertising manager of a large utility he thought of his superiors only as men. They weren't super-beings; they knew more than he did about some things, but he knew he was better informed on many other topics.

Later, when he owned his own advertising agency, he was exceptionally successful because he still considered his clients as men, not as gods. He was able to sell his ideas and campaigns to presidents and directors of big corporations because he talked to them on equal terms. He wasn't afraid of them and they recognized this. He talked to them in the same language and in the same manner that he used in discussing affairs with his close business associates.

He often said that the first requisite of a good salesman was a feeling of equality. No man should ever be made to call upon prospects, he said, whom the salesman believes to be his superiors in ability or social standing. He must

recognize, of course, that the prospect probably knows his own business better than the salesman. But the salesman must make the prospect realize that he, the salesman, knows his own business and line better than the prospect.

Many sales managers believe that it is always best to start a new salesman, not calling upon strangers to the company, but soliciting established contacts. Selling is never easy, but breaking fresh ground is almost always a terrifying experience. So many brusque, discourteous people are likely to be encountered. One or two such interviews may well make a new man feel shaky. He begins to doubt his own ability.

One excellent way to develop a feeling of self-confidence and equality is to permit new men to attend a number of the company's business functions, such as committee meetings and various executive conferences. Here they will hear discussed internal affairs and they will have an opportunity to mingle with executives and department heads. These more experienced men should make it a point deliberately to seek out the salesmen and talk with them, help them and give them advice. If given an opportunity to participate in discussions and smoke a cigar or two with executives the new chaps are made to feel that they are a part of the organization, not outsiders.

In many companies there is not enough intermingling of salesmen with the big men of their company. Executives are inclined to hold themselves aloof and are practically always inaccessible.

In one company the office doors of all executives and department heads are always open to new salesmen. The sales manager is told to have the boys go the rounds regularly. There is no lowering of dignity in this. The officials feel that they are helping the house by giving salesmen confidence in themselves. It helps a man a lot to chat a while with a grizzled old veteran who can tell him about some of the problems of the earlier days.

Timidity in the presence of buy-

ers is something like stage-fright. The best way, and the only really sure way, to overcome it is to keep plugging. But even the most experienced actors occasionally have a few moments of fear and doubt before the curtain rises. And even the oldest veteran on the force at times feels his heart beat a little faster and his palms perspire as he sits in the outer office waiting for an interview.

Give the new salesman a break. Don't expect him to rush in where even veterans sometimes fear to tread.

Heads St. Petersburg Club

W. L. Straub, editor of the *St. Petersburg, Fla., Times*, has been elected president of the St. Petersburg Advertising Club.

L. C. Brown, business manager of the *St. Petersburg Independent*, has been made first vice-president and Bart E. Bryan, of the *Times*, has been made second vice-president.

J. M. Robertson, advertising manager of the Florida Power Corporation, has been elected secretary and T. E. Zeidler, art director of the Lesan-Florida Advertising Agency, treasurer.

Appoints Parker Agency

The Neff & Fry Company, Camden, Ohio, has appointed The Parker Advertising Company, Dayton, Ohio, to direct the advertising of its new product, the Surface-Sepulcher, a grave vault and marker combined. Newspapers and direct mail will be used.

Joins Toledo Concern

Harry B. Kirtland, direct mail specialist, has joined Advertising and Sales Associates, an advertising business formed at Toledo by T. H. Sewell, L. Martin Courtney and D. Scott Hager, with offices at 2128 Jefferson Avenue.

Appoints Benton & Bowles

Standard Milling, Inc., a subsidiary of the Gold Dust Corporation, has appointed Benton & Bowles, Inc., New York, to direct the advertising of three of its flour brands, Ceresota, Hecker's Superlative and Aristos.

Cleveland Club Plans Outing

The annual outing of the Cleveland Advertising Club will be held July 15 at the Acacia Country Club.

Arthur H. Reddall, assistant secretary of The Equitable Life Assurance Society of the United States, continues also in the position of advertising manager. The reported appointment of a new advertising manager is incorrect.

4, 1932

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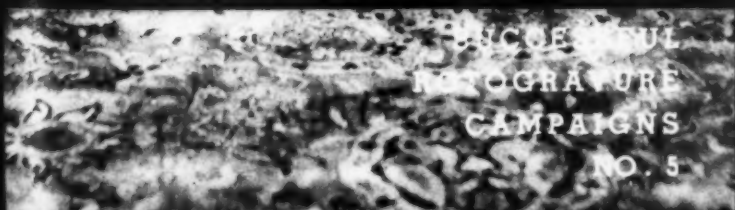
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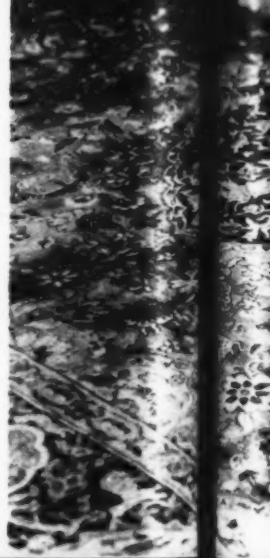
JULISTAN



THE COLORED
REPRODUCTION
CAMPAIGNS
NO. 5

INTERNATIONAL PAPER COMPANY
PRESENTS GULISTAN IN ROTOGRAVURE

● Gulistan Rugs are advertised almost exclusively in rotogravure because rotogravure is the one medium that faithfully and attractively reproduces the luxurious richness and quality of Gulistan Rugs. Hanff-Metzger, who handle Gulistan advertising, also choose rotogravure for its intensive circulation in the concentrated metropolitan markets, and for the universal appeal the rotogravure sections of our important newspapers have among their readers.



"PAIS T



PAYS THE BASE OF THE JOB"

Photographs by Ezjaren & Miller



● International Paper Company manufactures a full line of papers to meet every rotogravure requirement. Ask about "Superoto Service".

INTERNATIONAL PAPER CO.
220 EAST 42nd STREET, NEW YORK



Keeping a Mailing List Alive

Whether Names Are to Be Dropped, and Amount of Material to Send, Are Determined by Purchases

THE SCHWERTLE STAMP COMPANY
BRIDGEPORT, CONN.

Editor of *PRINTERS' INK*:

Our present mailing list comprising several thousand names has been built up gradually from old customer files, directories, and other sources, and contains mostly concerns which are prospects for one or more of our products.

One problem which gives us a little trouble is in regard to the number of mailings which should be sent any single prospect. Is it common practice to remove a name from the mailing list which has not responded to many successive solicitations? In our type of business, of course, we are soliciting people who might become steady customers for various items.

H. H. SCHWERTLE.

THE question brought up by our correspondent has to do with one of the most important elements in mail-order selling. Some organizations seem to think that a mailing list is thoroughly alive when the names on it are those of firms or people that are actually in existence and the addresses are correct.

But there is much more to it than this. The real test of a mailing list is in the amount of merchandise that is sold. An expensive catalog or other mailing piece sent month after month to an individual or a company that does not buy gets to be a serious waste after a while. The thing to do, therefore, is to have a system whereby non-productive names shall be cut off the list automatically or at least be placed in a classification where they will receive a smaller amount of the direct-mail material.

We say this in full cognizance of the fact that it costs more, relatively speaking, to get a new customer than to retain an old one. Placing new names on a mailing list is sometimes an expensive process. But keeping them there indefinitely when they do not buy is even more expensive.

The question asked by our correspondent, therefore, is hereby answered in the affirmative. It is a common, or at least a wise practice to remove unprofitable names

from a mailing list. We know of one large organization that chopped out more than 180,000 such names from a catalog list of a couple of million or so. This is a major operation, to be sure. But there is only one way to deal with such names and this is to be absolutely merciless.

The way the cutting out is done depends upon the nature of the business and the cost of the direct-mail material. We know of one catalog house selling at wholesale which issues a complete catalog once a month. Twelve catalogs a year sent to a single customer represent a sizable investment and when you multiply this by several hundred thousand you are talking in terms of real money.

This organization wishes for nothing better than to send a catalog every month to each of the names on its huge list but if it did so the cost might eat into its already modest net profit in a way that might have serious consequences.

Has Three Classifications

It therefore divides its mailing list into three general classifications. To one list is sent a catalog every month. Another gets six catalogs a year and the third gets only two.

This company, like most others in that line of business, is continuously angling for new names for its mailing list. When a retailer sends in his first order for merchandise—ordering perhaps one of the specialty items advertised in business papers—he goes on the list automatically to receive twelve catalogs a year. The same is true if he sends in a request to be placed on the list. The company proceeds on the supposition that he is going to buy enough goods to justify his being kept on that portion of the list.

But if his purchases during the first two months do not reach a

certain figure he is dropped back to the list getting six catalogs a year. Then within the forthcoming two months he may be placed on the list getting two catalogs.

All this seems to be rather a formidable process requiring as much clerical work as might be done (to use an extreme example) in one of the Washington bureaus that make our Government cost so much and boost our taxes so high. But in reality it is an inexpensive and rather a simple process. Daily reports of all purchases are made to the advertising department. The name of each customer is entered on a card and upon this girl clerks enter the dates and amounts of his purchases.

Thus on these cards is the whole record. It is the task of a couple of clerks to keep going through these cards day by day computing the purchases and making such transfers as may be necessary.—
[Ed. PRINTERS' INK.]

When Is a Drug Store Not a Drug Store?

Effective July 1, drug stores in Alabama which do not carry prescription departments with a registered pharmacist in attendance are not drug stores and are not permitted to carry the term "drug store" in their advertising displays, according to a law passed last year by the State legislature. Drug stores were given twelve months in which to comply with the terms of the new law.

Stores which do not comply with the law will be subject to maximum fines of \$200 and suspension of licenses. The new law was designed to purify pharmaceutical phraseology and advertising, according to Hal E. Duncan, treasurer, Alabama Board of Pharmacy, which will bring prosecution against any store failing to comply.

To Direct Russ Soda Fountain Sales

L. N. Lucas has been appointed sales manager of The Russ Manufacturing Company, Cleveland, soda fountains. R. S. West has been made assistant sales manager.

P. M. Abbott with Sutherland Agency

Paul M. Abbott, formerly New England sales representative of the McGraw-Hill Publishing Company, has joined the K. R. Sutherland Company, Boston advertising agency, as a partner.

Evidence That Should Convince Non-Advertisers

E. ALLEN FROST

Attorney and Counselor at Law
CHICAGO

Editor of PRINTERS' INK:

The brilliant account you give in your June 16 issue of the study made by Leon Livingston of advertising in the life insurance field over a ten-year period not only demonstrates that advertising is a long-term investment but also furnishes most convincing material to stimulate advertising activity on the part of the non-advertising group.

The experience and success of the four advertising life insurance companies as compared with the results of the ten non-advertising companies for the same period, will be very informative and valuable in other fields where the lines between advertisers and non-advertisers are sharply divided and where other considerations make such comparison a logical one.

It is a great satisfaction to have this story because it furnishes, in permanent form, the data upon which your Roy Dickinson built his splendid and effective talk before the Chicago Advertising Council last May. I cordially congratulate you upon the service you have rendered. I might add that your argument and Mr. Livingston's charts will have a fine effect in furthering outdoor advertising in the life insurance field.

E. ALLEN FROST.

Counsel for the Outdoor
Advertising Association
of America.

New Business at Rochester

Dworkin-Lovenheim, specializing in display and direct-mail advertising, is a new business formed recently at Rochester, N. Y. Offices are at 183 Saint Paul Street. Principals in the new concern are Sol Dworkin, formerly sales manager of the Century Press, Rochester, and Clifford N. Lovenheim, formerly New York State representative of the Campbell Paper Box Company of Indiana.

V. E. Atkinson, Jr., Joins Fenger-Hall

V. E. Atkinson, Jr., for three years and a half national advertising manager of the Billings, Mont., *Gazette*, has joined the staff of the Fenger-Hall Company, Ltd., publishers' representative, with headquarters in San Francisco. He was previously advertising manager of the Pomeroy, Ohio, *Tribune*.

Death of C. K. Brauns

Curt K. Brauns, for many years manager of the Detroit office of the Chilton Class Journal Company, died at Chicago last week. Mr. Brauns joined the Chilton organization twenty-five years ago. He was forty-eight years old at the time of his death.

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Treasure on the Dealer's Floor



HERE is a display piece so attractive and practical that retailers have welcomed it although the amount of space it requires is considerably more than they hitherto would afford the products which it holds.

L. B. Tunison, Vice-President, "True Story"

Lester B. Tunison, formerly advertising manager of *Physical Culture*, published at New York by the Macfadden Publishing Company, has been made vice-president in charge of sales promotion of *True Story*, also published by Macfadden.

John F. Carter, formerly Western manager of *Physical Culture*, succeeds Mr. Tunison as advertising manager of that magazine.

Roland Crane, formerly Chicago representative, has been made Western manager of *Physical Culture* and Robert E. Kennedy, formerly New York representative, has been appointed Eastern advertising manager.

W. C. Sauselle with Nagel and Associates

William C. Sauselle has joined George C. Nagel and Associates, advertising agency, St. Louis, as account executive. He was formerly publicity director of the St. Louis Safety Council.

This display is part of the Menasha Products Company's efforts to display its packaged paper specialties, such as napkins, plates, Waxtex, a household roll of waxed paper, etc. Formerly these items had been considered as picnic goods with only a seasonal demand. Now they are used the year 'round. But dealers have been reluctant to give them much display space.

The display is made to represent an old treasure chest. It is described in a broadside which has been sent to about 6,000 paper jobbers and wholesale grocers, who, in turn, present the idea to the dealers.

The display has enabled the company, according to Alan E. Pradt, advertising manager, to sell a larger quantity and wider assortment to a single retailer than ever before. It has also made it possible to keep the company's merchandise off the back shelves and get it into a commanding position in the store, which is all that is needed to make it sell rapidly.

The dealer pays \$6.50 for the assortment of 100 packages. The display is free.

V. C. Woodcox Advanced by Kelvinator

V. C. Woodcox, sales promotion manager of the Kelvinator Sales Corporation, has been advanced to the position of director of advertising and sales promotion. He has been with the company since 1926.

A. M. Taylor, formerly advertising director of the Kelvinator company, has been made merchandising director of the Leonard Division and will devote his entire time to the advertising and sales promotion of Leonard electric refrigerators.

Appoint Bruce Moran

The Elberton Granite Industries and the Granite Base Company, Elberton, Ga., the Piedmont Print Works and the Southern Bleachery, Taylors, S. C., and the Lanett Bleachery & Dye Works, West Point, Ga., have appointed Bruce Moran and Associates, Atlanta, to direct their advertising accounts.

The Sanitary Products Company and the Southern Mills, Inc., both of Atlanta, have placed their accounts with the Moran agency.

Angles on Space Buying

This Kind of Space Salesman Is Most Welcome

By Otto Kleppner

President, Small, Kleppner & Seiffer, Inc.



YOU know the kind of space salesman who is most welcome? I am referring particularly to newspaper representatives. It is the man who knows the cities of the newspapers he represents, as though he had lived in each of them all his life. Who knows the make-up of the people in that city as it differs in its character and

complexion from that of people in other communities. Who knows of the racial, industrial and social pattern of the community and how this influences their buying customs.

Who knows how the town is divided more accurately than the conventional description of "And there are those who live on the other side of the railroad tracks."

Who knows which dealers in the town are most respected and frequented by the people, and which dealers it might be better for an advertiser to avoid. And finally, who knows what is going on in the newspaper he represents.

This may be a lot to ask of a man, particularly when he represents an entire list of papers, but such a background earns him a cordial welcome. Compared to a man like this, a fellow who makes the rounds merely to "check up and see if you plan to do anything in Jonesville" has a much harder job on his hands in selling space.

C. H. Kellstadt Again Heads Cleveland Club

Charles H. Kellstadt, manager of the Cleveland store of Sears, Roebuck & Company, has been re-elected president of the Cleveland Advertising Club. Harry W. Dankworth, head of the company of that name, has been re-elected first vice-president.

Robb O. Bartholomew, of Leeper & Griswold, has been elected second vice-president and Dale Brown, assistant vice-president of the Guardian Trust Company, treasurer. Horace B. Treharne was re-elected secretary-manager.

Made Vice-President of St. Louis Agency

J. A. Gollan has been elected vice-president of Mortimer W. Mears, Inc., advertising agency of St. Louis.

Honor R. D. Henderson

Ralph D. Henderson, business manager of the Houston, Texas, *Press*, has been elected president of the Houston Rotary Club.

Off-the-Street Club Elects

Joseph Deutsch, of the Edwards & Deutsch Lithographing Company, Chicago, and Richard D. Hebb, have been elected directors of the Off-the-Street Club, a welfare organization maintained by the advertising fraternity of Chicago. They succeed Louis Bruch and J. Ellsworth Gross, who have resigned.

L. L. Valentine has also been elected a director to fill a vacancy which has existed for some time. Fred L. Rossback has been elected to the advisory board.

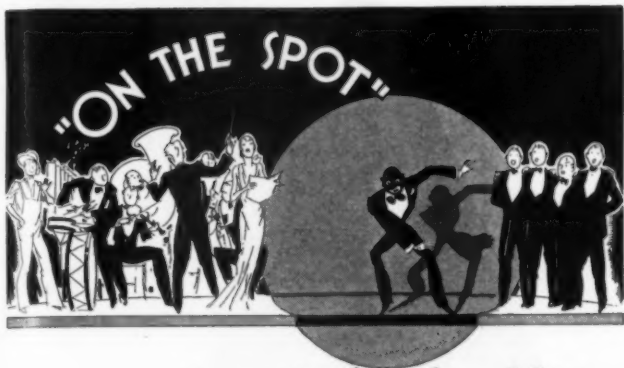
All other officers and directors were re-elected.

Joins Schweizer-Steitz Agency

Don Burnham, formerly with Faxon, Inc., has joined the Schweizer-Steitz Company, Chicago advertising agency, as an account executive. He will be in charge of all radio advertising.

Appoints Hoyt Agency

C. L. Hauthaway, Inc., Lynn, Mass., has appointed the Boston office of the Charles W. Hoyt Company, Inc., to direct its advertising account.



to pick the Hits

A FEW months ago three advertising agencies wanted new and better ideas in radio programs. They came to us. We told them about some pre-tested programs we knew—programs tried out on the air and shown to have unusual pull. They bought these programs. And the results their clients got were so startling we immediately set out on a new search for proven material.

Now we offer several new programs—guaranteed hits—each with a radio history—bound to win for you. From Hollywood, Chicago and New York come ★ Monte Cristo, Inside Stuff, Omar Khayyam, Life Is Like That, Singapore, Mahraj and Uncle Don. Each program is based on a fundamental merchandising idea. Each is part of a detailed advertising plan.

These programs are auditioned by special arrangement only with our New York, Chicago and San Francisco offices. Wire or phone for details.

★Ideas, titles and special music fully protected.

SCOTT HOWE BOWEN INC

SPOT BROADCASTING

CHRYSLER BUILDING, NEW YORK CITY
CHICAGO DETROIT KANSAS CITY BOSTON
OMAHA SAN FRANCISCO

Do you want
to know
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(11) HOUSEHOLD APPLIANCE STORES

Number of Stores	Total Retail Sales in Thousands	% of Total U.S. Sales	Total Sales in Thousands	%	Sales Expenditure	%	Advertising	%	Index
179	\$ 4632	1.04	46	1					
22	1374	.31	135	3.1					
30	945	.21	296	6.8					
185	4632	1.04	46	1					

(12) CITY AND STATE

CITY AND STATE	Total Sales in Thousands	% of Total U.S. Sales	Total Sales in Thousands	% of Total U.S. Sales	Total Sales in Thousands	% of Total U.S. Sales
ALABAMA	584	1.05	58	1.3	58	1.3
ALASKA	13	.003	1	.002	1	.002
ARIZONA	133	.03	13	.03	13	.03
ARKANSAS	133	.03	13	.03	13	.03
CALIFORNIA	133	.03	13	.03	13	.03
COLORADO	133	.03	13	.03	13	.03
CONNECTICUT	133	.03	13	.03	13	.03
DELAWARE	133	.03	13	.03	13	.03
FLORIDA	133	.03	13	.03	13	.03
GEORGIA	133	.03	13	.03	13	.03
ILLINOIS	133	.03	13	.03	13	.03
INDIANA	133	.03	13	.03	13	.03
IOWA	133	.03	13	.03	13	.03
KANSAS	133	.03	13	.03	13	.03
KENTUCKY	133	.03	13	.03	13	.03
LOUISIANA	133	.03	13	.03	13	.03
MAINE	133	.03	13	.03	13	.03
MARYLAND	133	.03	13	.03	13	.03
MASSACHUSETTS	133	.03	13	.03	13	.03
MICHIGAN	133	.03	13	.03	13	.03
MINNESOTA	133	.03	13	.03	13	.03
MISSISSIPPI	133	.03	13	.03	13	.03
MISSOURI	133	.03	13	.03	13	.03
MONTANA	133	.03	13	.03	13	.03
NEBRASKA	133	.03	13	.03	13	.03
NEVADA	133	.03	13	.03	13	.03
NEW HAMPSHIRE	133	.03	13	.03	13	.03
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NEW MEXICO	133	.03	13	.03	13	.03
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NORTH CAROLINA	133	.03	13	.03	13	.03
NORTH DAKOTA	133	.03	13	.03	13	.03
OHIO	133	.03	13	.03	13	.03
OKLAHOMA	133	.03	13	.03	13	.03
OREGON	133	.03	13	.03	13	.03
PENNSYLVANIA	133	.03	13	.03	13	.03
RHODE ISLAND	133	.03	13	.03	13	.03
SOUTH CAROLINA	133	.03	13	.03	13	.03
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TENNESSEE	133	.03	13	.03	13	.03
TEXAS	133	.03	13	.03	13	.03
UTAH	133	.03	13	.03	13	.03
VERMONT	133	.03	13	.03	13	.03
VIRGINIA	133	.03	13	.03	13	.03
WASHINGTON	133	.03	13	.03	13	.03
WEST VIRGINIA	133	.03	13	.03	13	.03
WISCONSIN	133	.03	13	.03	13	.03
WYOMING	133	.03	13	.03	13	.03

...about 370 major markets?

...about 370 major markets?

Here is the first accurate index of buying power based on actual retail sales in nine leading classifications—digested from 500 census reports covering the cities where 60% of all retail buying is concentrated

If you want to set a sales quota for a household appliance in Waukegan or for a drug store product in Kokomo—if you want to know how Stamford, Connecticut, compares with Phoenix, Arizona, as a market for lumber, or hardware or groceries—here is a book which tells you in actual dollars.

Such old standbys as "automobile registrations," "income tax returns" and "native white families" are replaced by real percentages of real sales for each city, to state and national totals.

How far these figures will go toward correcting the wastes of selling effort or advertising expenditures based on the best former indices can be illustrated by America's largest single market, New York City. New York has been "indexed" as representing 60% of the retail market in New York state, which is a correct total. But

this market accounts for only 40% of the state's automobile sales, only 42.8% of the hardware, 39.5% of refinery products, but 75% of the department store volume and 79.2% of the jewelry sales.

These facts are gleaned from the U. S. Census of Distribution. They are brought together and correlated for quick comparison in the new book, **THE MAJOR RETAIL MARKETS OF THE UNITED STATES**, published by Erwin, Wasey & Company, Inc.

Glance at the typical work sheet above and you will see how the figures are presented. The first six columns give an accurate gauge of each city in relation to state and national totals for combined retail sales—the next five columns are on separate half-sheets, covering nine classifications—household appliance store sales (shown here), which has beneath it sheets for lumber and building material dealer sales, hardware store sales, automobile tire and accessory dealer sales, automobile sales, variety store sales (5c to \$1), department store sales, drug store sales and grocery store sales. At the right are blank

columns where your own figures can be entered.

Five Days' Examination Free

These tables are only a part of the total information which the book contains. To know all the valuable data packed in its 138 pages, let us send your copy on approval. The edition is limited; the price per copy is \$10, postage prepaid. This amount will of course be refunded if you do not find the book worth many times its cost.

ERWIN, WASEY & COMPANY, INC.

Advertising
420 Lexington Avenue, New York City

FOR YOUR CONVENIENCE

ERWIN, WASEY & COMPANY, INC.
Department of Marketing
420 Lexington Avenue, New York, N. Y.

Enclosed is check for \$_____ to cover the cost of _____ copies of **THE MAJOR RETAIL MARKETS OF THE UNITED STATES**. It is understood that this money will be returned if for any reason the information is not found valuable.

Name _____
Firm name _____
Street _____
City _____ State _____



SYMBOLS were necessary in olden days when few could read. They are necessary today when those who can read, won't take the time. Get attention with pictures; sell with pictures. And reproduce those pictures with the best photo engravings you can buy. We've been making that kind for 43 years—and they cost no more than those less effective.

GATCHEL & MANNING INC.

C. A. STINSON, President

Photo-Engravers

W. Washington Square
PHILADELPHIA

Benton & Bowles Add to Staff

Lucian King, formerly with Erwin, Wasey & Company and, before that, advertising manager of the Goodyear Tire & Rubber Company, Akron, Ohio, has joined Benton & Bowles, Inc., New York advertising agency, as a service and merchandising man.

Herbert Polesie, formerly director of continuity of the Judson Radio Program Company, and Maurice F. Hanson, formerly with the Paul Block newspapers at New York, have also joined Benton & Bowles.

Loring Pratt, formerly director of institution advertising of Erwin, Wasey & Company, has joined Benton & Bowles, in a similar capacity. Edward F. Hudson has joined the staff as a merchandising and marketing man. For the last four years he has been with Batten, Barton, Durstine & Osborn, Inc.

New Accounts to Meek & Wearstler

The Truscon Steel Company, Youngstown, Ohio, and the Pressed Steel Division of the Truscon Steel Company, Cleveland, have appointed Meek & Wearstler, Inc., Youngstown, to direct their advertising accounts. These appointments, which are effective August 1, are in addition to the advertising of the Berger Division of the Truscon company, which is also being directed by this agency.

J. C. Penney Closes Public Relations Department

The J. C. Penney Company has closed its public relations department. This department was organized five years ago by Roy H. Ott and has been headed by him since that time. Mr. Ott has not announced his future plans. He will continue as a director of the company.

R. E. Tait Again with Toronto "Globe"

Roy E. Tait, for the last three years advertising manager of the London, Ont., *Advertiser*, has joined the national advertising department of the Toronto *Globe*. He formerly was for seven years with the *Globe*.

American Meter Account to Tyson

The American Meter Company, New York, maker of meters for measuring gas, oil, steam, etc., has appointed O. S. Tyson and Company, Inc., of that city, to direct its advertising account. Business papers and direct mail will be used.

Death of B. W. Burdick

Bainbridge W. Burdick, president of B. W. Burdick & Son, Inc., Albany, N. Y., manufacturer of lithographed tin cans and containers, died last week at Lake St. Catherine.

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New Accounts to Randall Agency

The Beach Development Company, The Gear Grinding Machine Company, Investment Counsel, Inc., and The Machined Parts Corporation, all of Detroit, have appointed The Fred M. Randall Company, of that city, to direct their advertising accounts.

R. H. Fogler with Montgomery Ward

R. H. Fogler, until recently with the W. T. Grant Company, New York, has been appointed vice-president and retail operating manager of Montgomery Ward & Company, Chicago.

Trade Association Executives to Meet

The American Trade Association Executives will hold their thirteenth annual convention at the Hotel Ambassador, Atlantic City, from September 14 to 17.

New Business at Cleveland

The Advertisers' Service Company, specializing in promotion and publicity work, has been formed at Cleveland. Principals in the new business are Joseph I. Garwin, formerly advertising manager of the Franklites Company and Joseph Rogozen, artist and illustrator.

Heads Virginia Press Group

Josiah P. Rowe, editor of the Fredericksburg *Free Lance-Star*, was elected president of the Virginia Press Association at its recent convention at Colonial Beach, Va. George O. Greene, of the Clifton Forge *Review*, was re-elected treasurer and James C. Latimer, of Farmville, was re-elected secretary.

Rubber Account to Campbell-Sanford

The Surety Rubber Company, Carrollton, Ohio, has appointed the Cleveland office of the Campbell-Sanford Advertising Company, to direct its advertising account.

E. T. Heister Advanced by Chicago "American"

E. T. Heister has been appointed manager of the local advertising department of the Chicago *American*. He has been with that newspaper for more than eight years.

Death of W. J. Stokinger

William J. Stokinger, for the last twenty-seven years controller and assistant business manager of the Philadelphia Gazette Publishing Company, publisher of the *Gazette-Democrat*, German language newspaper, died at that city recently. He was seventy years of age.

THE QUALITY GROUP

ATLANTIC MONTHLY
CURRENT HISTORY
THE FORUM
HARPERS MAGAZINE
REVIEW OF REVIEWS
SCRIBNER'S MAGAZINE

597 FIFTH AVENUE
NEW YORK CITY

BUYERS . . . in 1932

The Current Buying Habits of our subscriber-families in Hartford, Connecticut . . . told to Independent Investigators by the Leading Merchants, Distributors and Dealers of this representative community.

Here in their own words are significant facts based on Intimate, Practical Knowledge of the Present and Potential Buyers of their varied products and services . . . and the extreme importance of the volume, character and dependability of trade which Quality Group Families represent.

Who These Families Are—Where They Live—How They Live—What They Buy . . . all clearly presented in the 40 page printed booklet—BUYERS—now available upon request.

Canada Makes Important Changes in Trade-Mark Law

THE new trade-mark act passed by the Canadian Parliament, to become effective September 1, 1932, makes some rather radical changes in trade-mark procedure in that country. The principal features of the new bill, as summarized by Marvin and Bergh, attorneys, are:

1. It practically eliminates the well established common law principle that ownership of a trade-mark is acquired by use and not by registration. It makes registration necessary not only to complete title to a trade-mark but also to oust any adverse rights that may have been acquired in the interval between use and registration. The prior use of a trade-mark by a person who has not registered his ownership thereof will not confer upon him any right or title as against another who registered the same or a closely similar mark. Unregistered trade-marks, therefore, must now be registered to

overcome the danger of having them appropriated by another. Present users are given a limited time to effect registration.

2. The term under the new Act has been reduced to fifteen years, and there will no longer be any distinction between general and specific trade-marks.

3. Trade-marks consisting of a word mark and a design mark (device, picture, etc.), must be registered twice under the new Act, if protection is desired for both the word mark and the design mark. Hence, such a combination trade-mark now registered as a word mark, should be registered as a design mark under the new Act, and vice versa.

4. The Act forbids the registration of a mark which is the name of a person, firm or corporation, or which is clearly descriptive or mis-descriptive of the character, quality, place of origin, etc., of the goods.

+ + +

Sales Promotion—a Misused Term

GOULD PUMPS, INC.,
SENECA FALLS, N. Y.

Editor of **PRINTERS' INK**:

Can you give me a list of articles on the subject of sales promotion, the functions of the sales promotion department, etc.?

H. F. MILLER,
Manager, Farm-Suburban Sales.

SALES promotion is a much-misused term. A survey by **PRINTERS' INK** revealed the fact that in a large group of companies no two had the same definition.

In its narrowest definition it has been used to apply to two phases of merchandising work. First, it is often considered that type of promotional work which is of the greatest value to the sales department and which is confined entirely to helping the sales department. A second narrow construction of the term is that type of work which is used to promote the sale of mer-

chandise by a manufacturer in a retail store.

The term, however, refuses to confine itself to such narrow limitations. In many companies the sales promotion manager performs what are considered the functions of the advertising manager in other companies. Sometimes you will find a department known as the "sales promotion and advertising department." Occasionally, the sales promotion manager reports directly to the sales manager and is on a par with the advertising manager. In other cases he is a subordinate of the advertising manager.

The result of this condition is that there is no clear-cut definition of sales promotion and any company's definition is as good as that of any other.—[Ed., **PRINTERS' INK**.

STARTLING NEWS

for
DRUG MANUFACTURERS
and **ADVERTISING AGENCIES**
HANDLING DRUG ACCOUNTS

EFFECTIVE OCTOBER 1st, 1932

AMERICAN DRUGGIST

THE FOREMOST MAGAZINE IN THE
 DRUG FIELD OFFERS THE

LARGEST DRUG- STORE CIRCULATION

50,000 Drug Store Circulation A. B. C.

- *Circulation Doubled*
- *No Increase in Rates*

AMERICAN DRUGGIST

The Pharmaceutical Business Paper

New York: 57th Street at Eighth Ave.
Boston: Statler Building

Chicago: 919 No. Michigan Ave.
San Francisco: Hearst Building

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1838 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHland 4-6500. President, J. I. ROMER; Vice-President, ROY DICKINSON; Vice-President, DOUGLAS TAYLOR; Secretary, R. W. LAWRENCE; Treasurer, DAVID MARCUS.

Chicago Office: 6 North Michigan Avenue, GUYE COMPTON, Manager.

Atlanta Office: 87 Walton Street
Geo. M. KOHN, Manager.

St. Louis Office: 915 Olive Street,
A. D. MCKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager.
San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Canada \$4 plus duty \$2.60 a year. Foreign \$5 a year.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

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NEW YORK, JULY 14, 1932

Corn on the Hoof

A note of cheer from the Central West:

"Chicago, July 6—the market for hogs was buoyant again today here, making the twenty-eighth consecutive day on which swine have advanced in value."

The dispatch, taken from a daily newspaper, goes on to state that hogs are now selling at \$2.05 a hundredweight over the low level of a month ago. Cattle are also bringing \$20 more per head.

From Nebraska comes the news that the hogs of that State were worth \$29,638,000 on June 8 and on June 30 were worth \$45,990,000. The \$16,250,000 increase is, as the New York *Sun* correctly remarks, "important money anywhere at any time."

Iowa, Kansas and Oklahoma have similar prosperity stories to tell. The hog pens at the stockyards in Chicago, Kansas City and Omaha are daily filled with grunting, squealing (if they are not squeal-

ing they will be pretty soon) specimens of corn marketed on the hoof.

And the inspiring part of the picture is as follows:

There has not been a single day when all these hogs offered did not find a ready market for spot cash.

Where is there any other commodity manufactured or otherwise of which this could be truthfully said?

Those wise farmers out in that heart of the nation, the Mississippi Valley—politicians to the contrary notwithstanding—know their business. They let their professional guardians do the worrying about the price of corn in the crib or at the elevator. What they are interested in is the price of corn on the hoof. And on the hoof it is going up and up.

How about this as a solid indication of returning prosperity? Advertisers who have long been deluding themselves with the thought that the farmer was starving to death may now be expected to perk up a bit.

Brewers Beware!

If in the course of human events beer should ever come back as a legal article of merchandise, we offer a few words of advice to those brewers who are said to be getting ready to sell it.

With a few outstanding exceptions, the old-time brewers were inadequate and somewhat unintelligent merchandisers and advertisers. There was too much of a tendency to lump all sorts of expenses, good, bad and indifferent under the "advertising" item. Foolish financing of retail outlets, picnics, clambakes, giant excursions, all sorts of misdirected merchandising, hurt the standing of the brewers, injured their reputation and wasted much money.

The exceptions: Those brewers who made a good product and sold it through sensible channels, ran away with many a local market which might have been held by the local man with sound selling methods.

There are indications that some local brewers, who during the intervening years have been selling cereal beverages, haven't recovered

from some of their old habits. There have been several examples of large losses of money through financing retail outlets in the old saloon tradition.

No matter what should happen, ardent drys and equally ardent wets are unanimous in their determination that the saloon must never return.

It would seem to be time, therefore, for all brewers, present and potential, to sweep the old habits and methods out of the attic of their minds, to realize that if they should ever be given the right to sell some sort of mild brew, the way has been shown by such manufacturers as Canada Dry, Coca-Cola, Hires and a score of others.

Advertising could be made a most effective and speedy force for distribution if the day ever arrives for the men who have been so eagerly waiting for it. But it must be a totally different sort of advertising than most of them used in the days that will never come back.

Fairness to Stockholders The recent decision of the directors of Colgate-Palmolive-Peet Company to reduce the dividend on its common stock rather than curtail its advertising appropriation, brings into sharp contrast two schools of management.

One manager of the other school recently told his directors that because he wanted to be fair to the stockholders he was contemplating a complete cessation of all advertising until times got better. He figured that more than 30 cents a share would be added to earnings if he cut out advertising.

Charles S. Dewey, of the Colgate Company, when dividends were reduced, made this point, "The company contemplates continuing its advertising campaigns on a basis that will keep the position of the company in the industry, and the reputation of its advertised brands in the minds of the consuming public."

Isn't that exactly what stockholders want their company to do now and are they not entitled to

that sort of management? We believe they are and that the attempt to add a few cents to earnings now at the expense of the company's future position in the industry is short-sighted and poor management.

Those common stockholders in leading companies who, like Casabianca, have stood on the burning deck from which so many others fled, are holding on now because they believe in the future; because they have confidence that management will maintain their company's place in the consumers' consciousness.

They realize that where many a company will be when the upturn comes and what the earnings will be two, five and ten years hence, depends on what management does now.

People who paid from \$40 to \$100 a share more for their common stock than present quotations, are surely not going to be much helped by a few cents more earnings now, when that same amount of money invested in advertising for future sales and acceptance will buy more attention value now than it ever did before.

Money "saved" in good advertising now is money wasted, future markets thrown away.

PRINTERS' INK agrees entirely with the philosophy back of the recent Colgate action and is willing to predict that money invested in sound and effective advertising now will prove in the years ahead to have been the finest sort of business insurance.

Misdirected Energy In "The Facts in Food Distribution," issued by

the American Institute of Food Distribution, Inc., a Pennsylvania wholesaler is quoted as follows:

"We recently took a group of our retailers through one of the nation's best known plants and all we heard was a long story as to how the advertising of the product was prepared, how much of it there was and what it cost. In a two hours' visit there was not a single word as to how our retailers could do a better job of

merchandising this manufacturer's line. Since it always has been more or less of a price football anyway, our members went back home feeling even less disposed to put forth any effort selling these goods."

There is an important lesson in merchandising strategy in a paragraph. Any retailer who is worth his salt these days doesn't care how much advertising costs. He is interested only in what the advertising will do for him. That is why some of the most successful advertisers are teaching their salesmen how to merchandise their advertising.

Some years ago the average advertising portfolio was a grand and glorious compendium of figures telling how many million people read the manufacturer's messages annually. Today it is planned to show the dealer how many people in his own town will read the company's advertising.

Dealers need national advertising, want it and will back it once they believe it will push their merchandise. That belief can't be built in their minds by bragging about the millions of dollars invested in space nor the fact that the original artwork was done by a famous artist.

The Boom in White Caps In the New York Pennsylvanian Station the other day a man was selling cigars from a box under his arm. Razor blades, candy, toys, flowers and numerous other "convenience items"—displacing the somewhat out of season apple—have come to be sold on the sidewalks of New York, Chicago, Boston, Philadelphia, Los Angeles and San Francisco—and possibly every city of any size in America.

Now come white duck caps, which at 25 cents each are a boon to those who think they cannot afford a new straw or panama. Sales, we read, have burgeoned from a few dozen a week to 30,000 dozen a week. Seven hundred men, formerly unemployed, are making them, and 2,000 more, ditto, are peddling them.

What is the lesson in this for the advertiser? We asked a sales

promotion manager, commenting that the caps could be bought in stores, so why sell them on street corners?

"Today, more than ever," he replied, "you must make it easy for people to learn about, see, touch and buy your product. You must take your goods right to the consumer, and sometimes that means put them on the street corner. It also means that, to sell in volume, a product must fit today's consumer needs. The fundamental lesson is that, in these times, the seller must seek out the buyer."

Well, that is what advertising is—isn't it?—seeking out the buyer, taking the product to the consumer in story and picture. And the better the product fits today's needs, the better the results.

Chicago Council Plans Golf Tournament

The Chicago Advertising Council will hold its annual golf tournament on July 28 at Glen Oaks Country Club. It will be an all-day affair, with a qualifying round in the morning and tournament play in the afternoon. The Max A. Berns trophy, the Seaman Paper Company cup and the Chicago Post, American Legion, trophy will be among the prizes up for competition.

E. E. Brugh is in charge of arrangements. Working with him are H. K. Clark, T. W. Merrill, J. H. Johnson, Gwin Olson, Robert G. Marshall, Ben C. Pittsford and Basil Church.

Acquires "Home Circle Magazine"

The National Weeklies, Inc., Winona, Minn., has purchased the *Home Circle Magazine*, Louisville. The June and July issues have been issued as the July number. Effective with the August issue the magazine will be published at Winona by the new owners.

W. S. Gordon with Reese Press

William S. Gordon, formerly with David-Campbell-Gibson, Baltimore, and more recently, with the General Outdoor Advertising Company, has been appointed sales and advertising manager of the Reese Press, Baltimore printer.

Appoints Green, Fulton, Cunningham

The advertising account of William Cooper & Nephews, Inc., Chicago manufacturer of insecticides, is now with The Green, Fulton, Cunningham Company, advertising agency of that city.

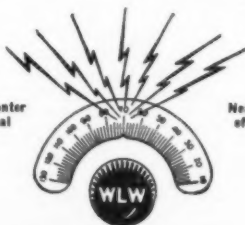
We have the TALENT ... and the WATTAGE to do an outstanding Advertising Job for you



RADIO entertainment suitable to your product and your market is available in our extensive staff of outstandingly brilliant radio artists. "Blues Singers," red-hot orchestras, comedians—any and every type of radio amusement is provided at WLW. Specially picked announcers tell your advertising story interestingly and convincingly "from near the center of population" to Mr. and Mrs. Purchaser. Learn more about our popular 50,000-watt station from our 72-page portfolio, sent free on request.



Mary Steele, popular "blues contralto," is typical of the splendid talent at WLW



Near the Center of the Dial

Near the Center of Population



The inimitable wit and sparkling humor of Sidney Ten Eyck have won him a vast radio following

THE CROSLEY RADIO CORPORATION
Powel Crosley, Jr., President CINCINNATI

When Gillette Went Back on Advertising

OBITUARIES reporting the death this week of King C. Gillette, safety razor pioneer, give emphasis to the part that advertising played in the marketing, during a period of twenty-seven years, of 115,000,000 Gillette razors and many times that number of blades. The packages containing these products carried a facsimile signature of Mr. Gillette and his photograph which, together with the advertising that made possible this volume of business, has established the identity of the inventor and his products the world over.

It may not be so generally known that, after Mr. Gillette had built a fortune for himself, he bent his efforts toward crystallization of an ideal which held little if any favor for advertising. His dream centered around the creation of "The World Corporation," expressive of his belief in the ownership of all property and industry by the people.

Mr. Gillette was author of a book which appeared in 1926 and which set forth his views. In that book he comments: "The sole purpose of advertising is to make you and me buy A's goods and not B's goods. . . . Advertising is part of a game of beating your neighbor. . . . Every time you buy soap or tobacco or gloves or canned fruit you are paying for advertising, for supporting a host of copy writers, artists, printers, lithographers, experts, paper makers."

Though he registered this criticism of advertising, the company which bears his name was depending upon advertising more than ever to hold its market against competition which grew keener as patents expired. New models and new blades were introduced in 1930, but the competitive battle carried on, with the Probak Company, especially making great headway. Finally its holding company, the Auto-Strop Safety Razor Company, and Gillette were merged,

with the name Gillette kept intact. It continues a leader in safety razor and blade advertising.

Mr. Gillette was forty-six years old when the enterprise which made him world-famous got under way. Always of an inventive turn of mind, it was a conversation with William Painter, whose invention of the crown cork built another large business, that set Mr. Gillette on a search for some product with heavy repeat sales.

The first Gillette razor, after five years of experiment, appeared on the market in 1903. That year his company sold fifty-four razors and four dozen blades. Although a number of improvements have been made in the product, its basic design was so good that the most recent Gillette blade will fit perfectly the first razor the company manufactured. The product was advertised. Sales grew each year until in 1926 the company was selling annually 15,000,000 razors and more than 50,000,000 packages of blades.

For the last several years Mr. Gillette was retired from active business. He was seventy-seven years old.

F. H. Ward with Gordon Gordon, Ltd.

Fred H. Ward, formerly general manager of the J. R. Hamilton Advertising Agency, Inc., Chicago, and before that advertising manager of the Jewel Tea Company, has joined Gordon Gordon Ltd., Chicago, maker of Princess Pat cosmetics. He is engaged in sales promotion work.

New Accounts to Mitford

The Martin Golf Club Company, Toronto, has appointed Mitford Advertising, Ltd., of that city, to direct its advertising account. The National Meter Company of Canada, Ltd., and the Beaver Laundry Machinery Company, Toronto, also have appointed the Mitford agency to direct their advertising accounts. Business papers and direct mail will be used on the latter accounts.

Joins Leo Aarons Studio

Harold Players, formerly with the Cavanaugh Studio, New York, has joined the Leo Aarons Studio, of that city.

Using the Package to Sample the Line

THE SIMPERS COMPANY
Advertising
PHILADELPHIA, PA.

Editor of PRINTERS' INK:

We wonder if you can supply us with a list of articles upon sampler packages. By this we do not mean small sample packages, but rather the type of package in which an entire family of products can be packed for sale to the consumer at a reduced price, to induce the trial of all products in the line or other products which do not enjoy the same popularity as the line's leaders.

MARSH WATKINS,
THE SIMPERS COMPANY.

SAMPLER packages have been in fairly common use, but have met with varying success. Perhaps the most successful of all packages of this type is the famous Whitman Sampler, which has been a leader in the Whitman line for many years. While this package really does sample a great many items of the line, it has been such a big seller in its own right that its sampling function is frequently forgotten.

The simplest type of sampler package is frequently used in the grocery field and consists of a leader to which is attached a secondary product which the company wishes to push.

Sometimes a company will use this device to boost the sales on two leading products. For instance, a combination package of Maxwell House Coffee and Jell-O is really a combining of two popular products in order to boost the sales of both.

Strategically such a package is an excellent merchandising device and is sometimes used to meet chain competition on certain lines. For instance, the manufacturer of soap products may find that some chains in certain territories are

cutting into his washing powder sales. He then creates a combination of a toilet soap leader with his washing powder and thus meets competition.

In the cosmetic field the sampler idea is frequently masked under the guise of a complete treatment. Thus a manufacturer who has a popular face powder will get women to use other facial preparations, such as creams and lotions, letting these creams and lotions ride along as the tail on the face powder kite.

Samplers are often used as a means of placing the line before stockholders and their friends. These are usually offered around Christmas time and consist of an assortment of full-size packages packed in attractive holiday boxes. As a rule a special price is made to stockholders.

There are two types of sampler packages. The first contains an assortment of full-size packages of various products. The second contains an assortment of reduced-size packages. In either case the effectiveness of the idea is the same.

There is one danger that the sampler idea faces if full-size packages are used at reduced prices. Retailers, picking up the sampler assortment at reduced prices, often attempt to break up the assortments and sell the packages at their full price, thus enhancing their own profits. This can be avoided if the manufacturer will do as such companies as Colgate-Palmolive-Peet have done in labeling individual containers as samples and not to be sold except with the complete assortment.—
[Ed. PRINTERS' INK.]

Photo-Engravers Appoint Weston-Barnett

The American Photo-Engravers Association has appointed Weston-Barnett, Inc., to direct a campaign announcing the revised photo-engraving scale which goes into use August 1. Newspapers and business papers will be used.

Acquires New Process Advertising, Inc.

The Laco Studios, Inc., New York, has absorbed New Process Advertising, Inc., having purchased its plant and equipment. Albert A. Bressler, sales manager of New Process, has joined the Laco Studios in a similar capacity.

Scotch YOUR NEWS-STAND SALES!

WE OFFER publishers who are desirous of holding and increasing their news-stand sales volume the full service of our company and its 750 wholesale agents in the United States.

With an independent agent in every city we will endeavor to eliminate waste and provide an economical service, reduce distributing costs by minimizing the number of unsold and returned copies. We will stimulate sales with proper promotional effort applied by our wholesale agents and by our own staff of promotion men.

If you have a circulation problem, perhaps its solution lies in correct national independent news-stand distribution.

At the request of any publisher we will send an experienced representative for a consultation.

KABLE NEWS COMPANY

Mount Morris, Illinois

NEW YORK:
420 Lexington Avenue

CHICAGO:
1 North La Salle Street

Motor
The
Cosm
Town
The
Fort
The
Natio
Forb
Amer
Redl
Moti
Hous
N.
Mov
Field
Phys
Bette
Popu
Polo
Vani
Arts
Boys
Natio
The
Life
Amer
Outd
Colleg
Amer
Home
Hunt
Harpe
Game
Radio
Ext
Sunse
Drean
Count
Chris
True
Mana
Scre
Worle
Trave
Amer
Magaz
Jun
Scre
Film
Open
Mod
Real

JULY MAGAZINES

VOLUME OF ADVERTISING IN
MONTHLY MAGAZINES(Exclusive of publishers' own
advertising)

	Pages	Lines
Motor Boating	61	26,406
The Spur	33	22,310
Cosmopolitan	49	21,141
Town & Country (2 is.)..	30	20,595
The American Magazine ..	43	18,576
Fortune	27	17,222
The Chicagoan (June) ...	24	15,932
Nation's Business	35	15,035
Forbes (2 June issues) ...	32	13,839
American Golfer	21	13,289
Redbook	31	13,119
Motion Picture	27	11,703
House & Garden	18	11,376
N. Y. Metropolitan Edition	22	14,128
Movie Classic	26	11,067
Field & Stream	25	10,554
Physical Culture	24	10,432
Better Homes & Gardens..	23	10,307
Popular Mechanics	46	10,304
Polo	15	9,996
Vanity Fair	15	9,755
Arts & Decoration	15	9,744
Boys' Life	14	9,690
National Sportsman	20	8,643
The Sportsman	14	8,620
Life	18	7,627
American Rifleman	18	7,595
Outdoor Life	17	7,413
College Humor	17	7,361
American Boy	10	6,970
Home & Field	11	6,869
Hunting & Fishing	16	6,692
Harper's Magazine	30	6,664
Game & Gossip	11	6,468
Radio News	15	6,440
Extension Magazine	9	6,240
Sunset	15	6,221
Dream World	14	6,088
Country Club Magazine ..	10	5,966
Christian Herald	9	5,936
True Confessions	14	5,826
Management Methods	14	5,792
Screen Book	13	5,595
World's Work	13	5,577
Travel	9	5,530
American Legion Monthly	13	5,374
Magazine of Wall Street (2 June issues)	12	5,305
Screen Romances	12	5,159
Film Fun	12	5,043
Open Road for Boys	12	5,037
Modern Living	12	4,928
Real Detective	11	4,862

	Pages	Lines
Psychology	31	4,775
Atlantic Monthly	21	4,682
Popular Science Monthly ..	11	4,568
Review of Reviews	10	4,475
Picture Play	10	4,433
Model Airplane News and Junior Mechanics	10	4,088
Elks Magazine	8	3,625
House Beautiful	6	3,580
Silver Screen	8	3,545
Scribner's	8	3,378
The Lion	8	3,372
Asia	8	†3,364
Nature Magazine	7	2,800
Screenland	6	2,633
Rotarian	6	2,480
Young Men	5	2,209
Forum	5	2,200
Street & Smith's Big Seven Group	10	2,184
Golden Book	9	2,107
True Detective Mysteries..	5	2,052
American Forests	5	1,932
Scientific American	4	1,805
Munsey Combination	8	1,792
St. Nicholas	4	1,746
Newstand Group	8	1,722
American Mercury	7	1,675
Street & Smith Combination	6	1,344
Blue Book	3	1,249
Current History	4	880

†July and August issues combined.

WOMEN'S MAGAZINES

	Pages	Lines
Good Housekeeping	82	35,304
McCall's	51	34,728
Vogue (2 issues)	54	33,938
Ladies' Home Journal	44	29,829
Woman's Home Companion ..	40	27,061
Harper's Bazaar	37	24,776
True Story	49	21,094
Delineator	29	19,423
Photoplay	31	13,505
Pictorial Review	18	11,921
Tower Magazines	26	11,257
Holland's	12	8,773
Household Magazine	13	8,514
The Parents' Magazine	17	7,299
Farmer's Wife	11	7,157
Woman's World	10	7,135
True Romances	16	6,668
Junior League Magazine ..	14	5,964
Junior Home Magazine ...	8	*3,271
American Girl	8	3,218
Messenger of Sacred Heart	13	2,807
Needlecraft	3	2,367
Child Life	5	1,940
John Martin's Book	2	†930

*June and July issues combined.

†July and August issues combined.

CANADIAN MAGAZINES

(June Issues)

	Pages	Lines
Maclean's (2 issues)	54	38,124
Mayfair	50	31,767
Canadian Home Journal ..	44	30,850
The Chatelaine	35	24,155
Western Home Monthly ..	29	20,314
The Canadian Magazine ..	25	17,797
Can. Homes & Gardens ..	28	17,744
Commerce of the Nation (July)	19	8,115

JUNE WEEKLIES

June 1-6	Pages	Lines
Saturday Evening Post ..	38	25,664
American Weekly	10	19,235
Collier's	24	16,127
New Yorker	36	15,587
Time	36	15,526
Literary Digest	15	6,630
Business Week	13	5,748
Liberty	11	4,793
Judge	6	2,534
The Nation	4	1,700
New Republic	3	1,160

June 7-13	Pages	Lines
Saturday Evening Post ..	49	33,068
American Weekly	11	21,549
Collier's	23	15,557
New Yorker	34	14,766
Time	29	12,450
Literary Digest	19	8,657
Liberty	13	5,410
Business Week	12	5,012
Judge	6	2,487
The Nation	4	1,700
New Republic	2	929

June 14-20	Pages	Lines
Saturday Evening Post ..	58	39,539
American Weekly	13	24,897
New Yorker	29	12,519
Collier's	18	12,100
Time	23	9,886
Literary Digest	15	6,782
Business Week	14	6,149
Liberty	9	4,030
Judge	6	2,484
The Nation	6	2,450
New Republic	2	1,052

June 21-27	Pages	Lines
Saturday Evening Post ..	46	31,234
American Weekly	12	22,703
Collier's	20	13,639
Time	26	11,204
New Yorker	25	10,601
Literary Digest	15	7,026
Business Week	13	5,648

	Pages	Lines
Liberty	11	4,857
Judge	6	2,479
The Nation	3	1,350
New Republic	1	508

June 28-30	Pages	Lines
Business Week	10	4,360
The Nation	3	1,350
New Republic	2	725

Totals for June	Pages	Lines
Saturday Evening Post ..	191	129,505
American Weekly	46	88,384
Collier's	85	57,423
New Yorker	124	53,473
Time	114	49,066
Literary Digest	64	29,095
Business Week	62	26,917
Liberty	44	19,090
Judge	24	9,984
The Nation	20	8,550
New Republic	10	4,374

RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS

	Pages	Lines
1. Maclean's (2 June is.)	54	38,124
2. Good Housekeeping ..	82	35,304
3. McCall's	51	34,728
4. Vogue (2 issues) ..	54	33,938
5. Mayfair (June)	50	31,767
6. Can. Ho. Jour. (June)	44	30,850
7. Ladies' Home Journal ..	44	29,829
8. Woman's Home Comp.	40	27,061
9. Motor Boating	61	26,406
10. Harper's Bazaar	37	24,776
11. The Chatelaine (June) ..	35	24,155
12. The Spur	33	22,310
13. Cosmopolitan	49	21,141
14. True Story	49	21,094
15. Town & Country (2 is.)	30	20,595
16. West. Home Mo. (June)	29	20,314
17. Delineator	29	19,423
18. The American Magazine	43	18,576
19. Can. Magazine (June) ..	25	17,797
20. Can. Ho. & Gar. (June)	28	17,744
21. Fortune	27	17,222
22. The Chicagoan (June) ..	24	15,932
23. Nation's Business	35	15,035
24. Forbes (2 June is.) ..	32	13,839
25. Photoplay	31	13,505

Heads Baltimore Club

D. Stuart Webb has been elected president of the Baltimore Advertising Club. Other officers include Daniel L. Clayland, 3rd, vice-president; Maud M. Schaefer, secretary and treasurer, and Louis J. Sagner, counsel.

Lines
4,857
2,479
1,350
508

Lines
4,360
1,350
725

Lines
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37,423
53,473
19,066
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Printers' Ink-lings

*in which our readers
pat our editorial back*

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Cough This Off

LU DEN'S cough drops are to get 500 per cent more newspaper advertising the coming year. Daniel W. Dietrich, Lu den's president, subscribes to P.I. and P.I.M. Charles H. Eyles, head of the Richard A. Foley Advertising Agency—which handles the account—has been getting both at his home for years. Get it?

FOUR-YEAR RECORD OF JULY ADVERTISING

	1932	1931	1930	1929	Total
	Lines	Lines	Lines	Lines	Lines
Maclean's (2 June issues).....	38,124	51,721	53,860	63,590	207,295
Town & Country (2 issues)	20,595	40,995	58,702	72,257	192,549
House & Garden	11,376	30,913	42,461	57,989	142,739
Forbes (2 June issues)	*13,839	*28,545	*41,787	56,337	140,508
Nation's Business	15,035	26,823	38,138	42,550	122,546
Cosmopolitan	21,141	28,518	30,747	33,741	114,147
The American Magazine	18,576	26,729	27,413	30,322	103,040
Arts & Decoration	9,744	20,748	31,332	37,338	99,162
Vanity Fair	9,755	20,117	27,032	38,909	95,811
House Beautiful	3,580	16,240	24,542	39,505	83,867
Popular Mechanics	10,304	17,360	23,632	29,708	81,004
Redbook	13,119	17,408	18,257	25,874	74,658
Field & Stream	10,554	14,040	19,754	23,166	67,514
Motion Picture	11,703	14,982	16,452	17,432	60,569
Review of Reviews	4,475	11,747	14,740	28,393	59,355
World's Work	5,577	8,156	19,701	25,061	58,495
Popular Science Monthly	4,568	11,440	18,359	23,812	58,179
Life	7,627	*12,230	*12,644	*20,481	52,982
American Boy	6,970	10,345	17,997	16,150	51,462
Better Homes & Gardens	10,307	13,343	11,927	15,514	51,091
Physical Culture	10,432	12,543	13,205	13,419	49,599
Boys' Life	9,690	12,410	11,900	13,674	47,674
Harpers Magazine	6,664	9,716	14,840	16,240	47,460
National Sportsman	8,643	9,428	11,819	13,862	43,752
Outdoor Life	7,413	8,853	13,048	13,505	42,819
Christian Herald	5,936	9,922	*10,798	*12,709	39,365
Atlantic Monthly	4,682	5,825	11,078	12,403	33,988
True Detective Mysteries	2,052	8,014	13,230	8,751	32,047
Forum	2,200	5,453	9,100	12,870	29,623
Sunset	6,221	7,782	6,535	7,940	28,478
Screenland	2,633	10,178	8,340	7,293	28,444
Extension Magazine	6,240	10,419	5,213	4,998	26,870
Open Road for Boys	5,037	5,076	5,315	8,263	23,691
Scribner's	13,378	3,734	7,556	8,858	23,526
Scientific American	*1,805	*2,945	5,695	5,806	16,251
American Mercury	1,675	2,166	4,537	6,666	15,044
Munsey Combination	1,792	2,688	2,408	3,136	10,024
St. Nicholas	1,746	3,290	3,339	1,144	9,519
Totals.....	335,208	552,842	707,433	869,666	2,465,149

*Smaller Page Size. †Five July Issues. ‡Four July Issues. §Larger Page Size.

WOMEN'S MAGAZINES

Vogue (2 issues)	33,938	48,274	57,415	75,522	215,149
Ladies' Home Journal	29,829	50,271	54,000	55,268	189,368
Good Housekeeping	35,304	42,192	46,823	46,463	170,782
Harper's Bazaar	24,776	37,114	53,987	52,095	167,972
McCall's	34,728	38,297	44,063	42,569	159,657
Woman's Home Companion	27,061	38,499	41,691	38,507	145,758
Canadian Home Journal (June)...	30,850	34,017	37,637	35,593	138,097
Delineator	19,423	28,383	25,262	26,941	100,009
True Story	21,094	28,048	24,999	22,703	96,844
Pictorial Review	11,921	22,333	28,740	26,044	89,038
The Chatelaine (June)	24,155	24,178	18,274	15,951	82,558
Photoplay	13,505	20,440	19,542	21,181	74,668
Household Magazine	*8,514	*11,166	*11,123	9,960	40,763
The Parents' Magazine	7,299	10,698	8,771	9,674	36,441
True Romances	6,668	7,865	10,650	9,674	34,857
Woman's World	7,135	9,648	9,366	8,458	34,607
American Girl	3,218	3,752	4,931	6,423	18,324
Needlecraft	2,367	3,852	5,867	5,775	17,861
Totals	341,785	459,027	503,141	508,801	1,812,754

*Smaller Page Size.

WEEKLIES (4 June Issues)

Saturday Evening Post	129,505	223,558	284,349	‡386,983	1,024,395
New Yorker	53,473	74,877	84,887	‡125,649	338,886
Collier's	57,423	88,976	97,205	‡93,813	337,417
American Weekly	88,384	78,777	‡78,811	‡83,683	329,655
Time	49,066	‡74,042	‡96,373	66,890	286,371
Literary Digest	29,095	36,564	53,611	‡79,093	198,363
Liberty	19,090	28,659	40,541	‡52,589	140,879
Totals	426,036	605,453	735,777	888,700	2,655,966

‡Five Issues.

Grand Totals.....1,103,029 1,617,322 1,946,351 2,267,167 6,933,869

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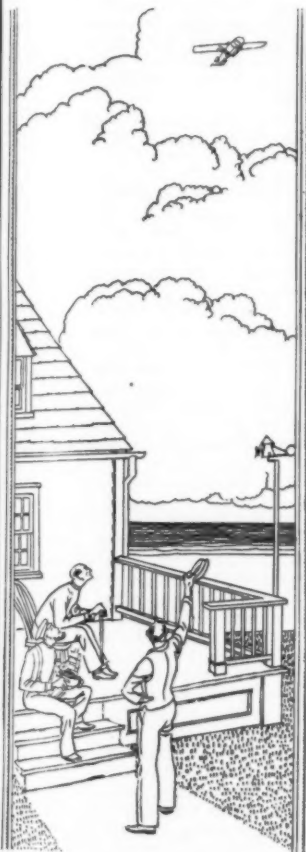
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Men who still talk of a three months' voyage "Round the Horn"—can visit New York and San Francisco, both in the same day.



**HERE IS AN EYE-
OPENER** — IN 1924

McCALL'S HAD 3.7% OF THE
AUTOMOBILE ADVERTISING
OF THE SIX WOMEN'S MAG-
AZINES. IN 1931 IT HAD 18.2%.

**HAVE YOU SEEN
McCALL'S MAGAZINE LATELY?**

The Little Schoolmaster's Classroom

THE Schoolmaster sat in on a discussion among a group of sales managers who had positive opinions on the value of insisting that every salesman make so many calls every day.

The sales manager for a specialty house was, however, presenting some convincing incidents to prove his contention that a mediocre salesman can't get much business no matter how many calls he may make. He declared, a crack salesman can spend his time to much better advantage than making a predetermined number of calls.

An insurance sales manager took most of the wind out of this man's sails when he quietly took his wallet from his pocket, extracted a well-worn clipping from it and read the record of Horace Mecklem, as told in the *Life Insurance News*.

Mr. Mecklem, who is general agent for the New England Mutual Life Insurance Company in Portland, Oreg., kept a record for twenty-one years of the number of interviews he made and each month and each year divided the first year commissions earned by the number of interviews. The record for the twenty-one years ending December 31, 1930, was as follows:

Number of interviews....	25,989
Number of working days..	5,071
Number of Applications written	2,478
Total insurance written ..	\$13,949,800.00
Total premiums written..	\$535,289.44
Total commissions earned	\$243,554.66
Average value of an interview	\$9.37
Average value of a working day	\$48.02
Average policy	\$5,629.00

"Any salesman working on a commission contract," says Mr. Mecklem, "can overcome inertia if he will become convinced of two things: First, that the intelligently conducted interview is the important thing and, second, that over a period of a year 2,000 such interviews will produce double the income of 1,000 just as surely as one

and one will always make two."

The Schoolmaster has seen figures before which were supposed to prove that the law of averages works in favor of the salesman who makes many calls. They have been, however, generally compiled from special campaigns of short duration and the lazy salesman could always explain away their significance.

No salesman can dismiss this carefully kept twenty-one year record.

* * *

"Remember how those companies that refused to go wild over volume were called 'pikers' back in '28 and '29?" a level-headed sales manager reminded the Schoolmaster.

"Volume was great when profit possibilities were viewed from the production end alone. Companies managed from that viewpoint could never quite understand that the sales expense was liable to be doubled and trebled and even increased tenfold on the additional business required to bring distribution into step with production.

"One of the lessons business has learned from this unpleasantness is that production is not a safe and sane pace-setter. Hereafter, many more plants are going to hold production down to actual orders and put an end to frenzied selling.

"Take radio," the sales manager continued. "There was one plant so far ahead of demand that they were glad to sell a lot of wasteful output for \$55,000, which was less than the cost of production. The man they sold to cleaned out the warehouse in two days, then went into bankruptcy. That \$55,000 loss wiped out the profits on a raft of volume sales. One distributor who handled only one-tenth the number of sets made twice the net profits of this manufacturer in 1930."

The Schoolmaster then listened to stories of what had happened to various manufacturers in a house-

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Talking to Christmas Shoppers in the Dog Days

THAT is one of the problems being put up to the agency copy man this summer more than ever before.

The space buyer is working on fall and winter lists at the same time.

The lady who may at this moment be just starting for her summer home is visualized in the agency now, fur-clad and with holiday shopping list in hand.

Many a color page bordered with Christmas holly is being worked out and the broadsides to the trade are under way.

Each local territory is being analyzed in terms of buying power, trading centers, newspaper coverage.

Time to tell the story now — *now* when tentative lists are already being rechecked in the light of most recent information and reports.

Tell your story in the list-making months of July and August, when much of late fall's and even next year's advertising will be decided by the men who pay for the space and who make up lists. They are readers of

PRINTERS' INK PUBLICATIONS

Highest Grade Business Periodical has

OPENING

for

Advertising Director . . .

capable of
earning

\$25,000 to \$50,000

Apply "B," Box 192, Printers' Ink



MOST of the articles in each issue of the **PRINTERS' INK** Publications are of more than timely interest.

Long after they appear you will find in them points that will help you decide a current sales or advertising problem of your own.

To facilitate in preserving copies we furnish binders that will be an attractive addition to your library.

These binders are sold at cost. The Weekly binder, holding ten or more copies, \$1.25, postpaid. Monthly binder, holding nine copies, \$2.00.

Printers' Ink Publications
185 Madison Ave. New York

hold appliance industry which went cuckoo in the boom days. One of the few companies that made any money in that industry—and kept it, understand—was a manufacturer of a necessary attachment. This manufacturer was called a piker because he wisely said, "I'll run this old plant day and night and turn out all the gadgets I can, but not one cent will I put into more bricks and mortar."

Business has learned the lesson, the Schoolmaster hopes, that the dash for volume always ends in the ditch, eventually, and when it does overhead burns up profits before it can be controlled. But, human nature being what it is, business history will probably repeat itself, when those who have grown wise in the hard school of '30-'31-'32 come to be looked upon as old fogies.

* * *

Predictions galore have been made that some day the farmer is going to blossom forth as a top-notch advertising man; that he is going to become more than a tiller of the soil and would follow through on his produce precisely as a garter manufacturer follows through in marketing his product.

A step in that direction was made recently out in the Riverhead section of Long Island, when a group of farmers got together to package strawberries. These farmers, early this spring, realized that it was going to be something of a problem to dispose of their berries at a profit. Sending them to market the usual way meant getting only 4 or 5 cents a quart, which scarcely covered the cost of production.

It was decided to get a real package; a new package specially designed for strawberries. The first of the berries, in their up-to-the-minute dress, brought 11 cents a quart.

Instead of the old-fashioned wooden crate, these strawberry farmers are using green corrugated paperboard cases, with transparent paper wrapping over the individual boxes. The red berries make a pleasing contrast to the green container. The paperboard cases have an additional advantage—their

lower cost than the farmer's crates. They eliminate the need for a crumpled paper liner.

So well with the going to similar type.

With pricing higher than ever, the farmer to produce a good crop of a good crop.

H. E. F. for, West, other day to the Scholastic as it

"Of course, produce prices. Schoolmaster adjust our is fair to enable our profit. No

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lower cost make it unnecessary for the farmers to collect a deposit on crates. This has always been an unmitigated nuisance to all concerned.

So well have the farmers done with the new box, that they are going to ship other products in a similar type of package.

* * *

With price in the saddle and riding higher, wider and handsomer than ever before, how is a manufacturer to cope with the situation? With shoddy merchandise aggravating an already troublesome condition, what shall the manufacturer of a good product do?

H. E. Friend, advertising director, Westminster, Ltd., outlined the other day a philosophy that seems to the Schoolmaster to be as practical as it is sensible.

"Of course we have had to reduce prices," Mr. Friend told the Schoolmaster. "We have had to adjust our prices to a level which is fair to ourselves and which will enable our retailers to make a profit. No one can attempt to sell

hose at \$1 when everyone is selling it at 50 cents. We think we make the finest hose in the country at our prices. But even the most eloquent recital of 'ours is best' will not sell merchandise. Our prices are shamefully low, yet we're not making an issue of price.

"Instead we are talking style. A few months ago we applied this policy to our spring line; we created a style appeal for our novelty hose that ignored if not obviated price. We found that this idea was highly successful. Therefore our fall line will be characterized by the same type of promotion. But we are backing this line with the largest appropriation in our history. We will use more dealer helps, window displays and newspaper advertising than ever before because we believe that when business is harder to get, it must be gone after with more force.

"To say our 50-cent hose is the best in the world will not deter a man from buying a 35-cent pair. He will gladly pay the price for our hose, on the other hand, in

ALWAYS THE FINEST AT FAITHORN



FINEST ENGRAVING
FINEST TYPOGRAPHY
FINEST PRINTING

You can use one or all—
just as you wish, but all
are here, ready to serve
you... Speed, economy
and satisfaction assured.



Let us demonstrate the value of Faithorn COMPLETE SERVICE—(1) Ad-setting, (2) Engravings and (3) Printing, with electrotypes and mats—all under ONE roof. Why send cuts to one concern—ads to another many blocks away—and your printing to a firm even farther distant? The Faithorn way will save you TIME, TROUBLE and MONEY. Exceptionally well fitted to submit ideas, write copy, prepare sketches and typographic layouts. Try us soon!

FAITHORN CORPORATION

Ad-Setters • Engravers • Printers

504 Sherman St., Chicago Phone Wab. 7820

return for the assurance of being correctly dressed. Such is the purpose of our advertising."

* * *

H. D. Weil, advertising manager, Wilson & Bennett Mfg. Co., sends the Schoolmaster what he thinks is "a fine example of 'shirt-sleeve' advertising."

It is a letter from the Hotel Faust, Rockford, Ill., and is signed by Zach D. Jenkins, managing director. It is written to a salesman who has not registered at the hotel recently and, after asking the salesman if there is any reason why he has not stopped at the hotel, goes ahead with the following paragraph:

"In your business calls would it be advantageous or helpful to you to mail us a list of people you call on and the day before you were to arrive here my secretary would call and tell them you would be in tomorrow?"

"I know this appealed to the salesman in our company who received it," says Mr. Weil, "and he is going to bring it to the attention of other hotels in his itinerary so that this load will be taken off his shoulders."

* * *

A salesman was hot on a position that would pay him \$10,000 a year. He sold himself beautifully. The opportunity seemed to be his until his prospective employer started checking up his past achievements.

It was soon found that his past covered a string of absolute failures. He did not get the job; the employer was saved the risk of adding to his non-profitable upkeep and, equally important, the way was left open for a man whose past efforts demonstrated ability, to claim the opportunity.

One difficulty that keeps employers from finding the right man results largely from the weak practice of employers' carelessness in writing recommendations. If they stopped to think that the result of

such practices, like bad chickens, may come home to roost, they would be more wary in bestowing commendation.

It would not be necessary to do what is proposed in the lithographing industry, for example. The Lithographers National Association has long maintained a record of skilled workmen employed by members. This has worked to the advantage of capable men and new employers.

Because it has been found that the industry suffers a large loss each year through itinerant salesmen, whose best job is selling themselves, the record system is to be extended. "It is infinitely better," as Maurice Saunders, managing director sees it, "to employ a man knowing what his past record is, than it is not to know it."

A prospective employer can exercise better judgment after studying all the facts, and he will bear in mind that a salesman who has worked in an unsympathetic environment, may still be a success under more agreeable conditions.

Positions are scarce these days. When one presents itself, it should go to the most deserving and most efficient producer. When it does not, business loses out.

Chicago Groups Hold Joint Meeting

The Association of Arts and Industries, the Chicago Advertising Council and the Society of Typographic Arts held a joint meeting at the Lakeside Press Galleries recently in connection with an exhibition of 156 international travel posters from twenty-two countries. The meeting was addressed by Malcolm La Frade, advertising manager of Thomas Cook & Son, who discussed foreign poster art, and Ralph McCa. Ingersoll, managing editor of *Fortune*.

Elected by Essex Broadcasters, Limited

Gordon Anderson has been elected vice-president and general manager of Essex Broadcasters, Ltd., owner of radio station CKOK, recently established in Windsor, Ont.

"GIBBONS knows CANADA"

July 14

Class each cents.

BUS

Advertis agency a for import Unusual

WANT NEWS MACH OF PR

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Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost seventy-five cents a line for each insertion. No order accepted for less than three dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

WANTED

Advertising Selling Organization with agency and national advertiser contacts for important medium in exclusive field. Unusual opportunity. Box 421, P. I.

WANTED—POLLARD ALLING NEWSPAPER ADDRESSING MACHINE. BOX 418, CARE OF PRINTERS' INK.

NEWS PRINT CIRCULARS

One, Two or Three Colors, size 17½x23 or 23x35, one page to 32 pages—a specialty of ours. Capacity of 1,000,000 a day. Also publication and job printing. Write for samples and prices. Southtown Printing & Publishing Co., 728 W. 65th St., Chicago, Ill.

WANTED — Business Associate

Owner of successful business paper located Chicago might be interested in sharing his responsibilities and investing with exceptionally able younger executive thoroughly experienced in modern trade paper publishing. Superior educational, personal and business qualifications essential. Box 415, Printers' Ink.

HELP WANTED

Established Class Publication covering New York area seeks experienced advertising representative now handling one or more papers in non-competitive fields. Straight commission. Write giving qualifications to: Box 420, Printers' Ink.

EMPLOYMENT SERVICES

Don't You ring doorbells. Let PENN ring them for you. PENN is oldest in business of ringing doorbells individually and confidentially for \$5,000-\$50,000 men. Our contacts are mainly with Chairmen, Presidents, Directors. Aggregate experience of our officers is over fifty years. Consult PENN today, 535 FIFTH AVE., N. Y. C.

Muncy Placement Service
Specializing in Advertising Personnel

Executives, craftsmen, juniors, secretaries, clerical. All placements by Elizabeth Muncy, for 10 years in charge of employment bureau of AAAA.
280 Madison Avenue, New York City
Caledonia 5-2611

THE MAN TO FIT THE JOB

The logical candidate for any job is the man who fits the job by measuring up to all requirements—he who has the exact experience and qualifications called for.

No better way to locate the man to fit the job than by advertising for him. And no better medium for the purpose than PRINTERS' INK, if the man you seek must possess a sales, merchandising or advertising background.

An advertisement in PRINTERS' INK, describing your man, should uncover many excellent prospects from among whom one is very likely to stand out as the best fitted for the job.

MISCELLANEOUS

FOR RENT—Small private office, 104 sq. ft., good light, in the Cameron Bldg., 185 Madison Avenue, corner 34th Street. Price of \$60 a month includes cleaning service, light and telephone. J. S. Heilman, 14th Floor, 185 Madison Ave., N. Y. Telephone: ASHland 4-6500.

POSITIONS WANTED

Artist—Specializing in Black and White and Color Retouching. 10 years' experience as art director in studio handling complete line of work. Wishes to make new connection. Box 422, Printers' Ink.

ADVERTISING COPY and layout man of high reputation seeks opportunity with publisher or manufacturer. Over 10 years director copy departments leading business papers. Salary least importance. Box 423, Printers' Ink.

ADV. MGR.'s ASS'T—Unusually versatile. 3 years' experience in mail order and direct mail with national organizations. College graduate; post-graduate training in advertising and sales. Married; 24. Temporarily employed; desires position with future. Write Box 417, F. I.

CREATIVE ADVERTISING MAN

28—combines "brass-tack" merchandising knowledge and an innate artistic sense. Copy, layout, art, production in all phases of advertising. A "find" for agency, manufacturer or retailer. "1932-budget" salary requirement. Box 416, F. I.

Who Can Use advertising manager, catalog builder, direct-mail, sales correspondent, experienced implements, machinery, bulbs, sporting goods, boats, building materials, remedies, electrical household specialties, pharmaceuticals, auto accessories, etc. Agency experience. Box 419, care Printers' Ink, Chicago Office.

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Our Customers and Friends
are requested to note the following changes
in the personnel of our organization.

WILLIAM J. EAKINS

VICE-PRESIDENT

AND

JOHN J. CARR

SALES MANAGER

both of whom have been with our Company
for many years

•

CHARLES FRANCIS PRESS

PRINTING CRAFTS BUILDING

461 EIGHTH AVENUE

NEW YORK

* * * * *

22% GAIN

* * * * *

DURING the first six months of this year advertisers ran 22% more run-of-paper color pages in the Chicago Tribune than in the same period in 1931.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Chicago Tribune Offices: Chicago, Tribune Tower; New York, 220 E. 42nd St.;
Atlanta, 1825 Rhodes-Haverty Bldg.; Boston, 718 Chamber of Commerce Bldg.;
San Francisco, 820 Kohl Bldg.

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